

EyeWonder's Streaming Video Technology Adapted for Pop-Up and Pop-Under Ad Units

Diet Coke First Client

ATLANTA (March 8, 2002) EyeWonder Inc., creator of instant streaming video technologies for Internet and wireless devices, has enabled its EYERIS technology to support instant streaming video into pop-up and pop-under online ad units. Diet Coke is the first major advertiser to use the new technology with pop-ups running on a number of sites including NYTimes.com, Tvguide.com, Sony.com, Real.com, and parts of AOL.

Unlike other providers of video or flash animation to pop up units, EyeWonder's technology is not limited by file size, nor pre-caching so that 1) video spots can be as long as advertisers want; 2) ads have a higher quality picture and sound than pre-cached units (especially for broadband users) and 3) publishers can serve more impressions and not have to wait for their ads to cache.

EyeWonder's EYERIS technology allows streaming video/audio ad messages to launch instantly, without any pre-installed media players, plug-ins or player downloads. The java based EYERIS automatically detects the end-users' bandwidth and provides the optimal audio and video experience. This eliminates the need for any user "click to play" and significantly speeds the download time of streaming video (even to those with 56k dial up connections). EYERIS penetrates most corporate firewalls reaching more than 95 percent of today's Internet users -- nearly *twice* the reach of all the major player-based video technologies *combined*.

More than 50 advertisers are currently using EyeWonder. The company supports a full suite of ad products and can deliver video into any size and shape ad unit including skyscrapers, banners, video e-mail, and site based content.

Diet Coke is using EyeWonder not only to provide a superior streaming video and audio advertising impression to the user, but also for it's ability to track video metrics like length of view and users interaction with video controls. Virtually all of the users who start to watch the Diet Coke pop-ups are viewing the entire :30 spots and some of its ads are being *replayed* by as high as 9% of users on some sites.

"With recent results averaging the equivalent of a 35% click through, advertisers see the lift EyeWonder's streaming video ad technology can give their creative," says John Vincent, CEO of EyeWonder. "Users really like the experience in part because our technology allows them to completely control their experience through audio and video controls – something some other rich media formats fall short in doing. With pop-ups and pop-unders, advertisers can easily repurpose

their TV creative and deliver a TV like impression across another medium thus further reinforcing their brands online in a way already familiar to audiences.”

EyeWonder Inc.

EyeWonder (www.eyewonder.com) develops instant streaming video technologies for Internet and wireless devices without the need for media players. The company’s solutions include EyeMedia for advertising, EyeMail video e-mail, as well as content and learning integration. All solutions utilize the company’s proprietary, Java-based video compression technology to provide high-quality video and audio to more than 90 percent of Internet audiences. The company is headquartered in Atlanta, Georgia, with offices and resellers around the world.

Contact:

George H. Simpson
212-297-1838
georgehsimpson@att.net