

iPoint-media and Nano launch new interactive broadband user content services in Southeast Asia

iPoint-media and Singapore-based Nano Equipment have signed an agreement for hosting and managing new value added interactive video and moderated user generated content (UGC) services for mobile operators and broadcasters in Singapore, Malaysia and Indonesia.

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iPoint-media (LSE: IPNT), a provider of live user content delivery platforms for web, mobile and TV, announces the signing of a partnership agreement with Singapore-based Nano Equipment. Nano, a leading video services provider operating in Singapore, Malaysia and Indonesia, will supply hosted and managed services for mobile operators and broadcasters deploying new types of value added interactive video and moderated user generated content (UGC) services.

Nano Equipment is a well established provider of media services in the region, offering services to local operators and broadcasters. The addition of iPoint-media's platforms to its service offering will enable Nano to introduce and deploy new types of video calling services for its mobile operator customers much faster and easier than before. Nano will also be able to offer regional broadcasters with advanced participation TV solutions that take them beyond current SMS voting approaches to viewer interactivity.

Yoav Levi, iPoint-media Director of Asia Pacific sales, commented:

'Southeast Asia is one of the fastest growing markets for advanced video services. Our partnership with Nano Equipment will make it possible for potentially millions of 3G and broadband users in the regions to access the most advanced value added video calling services as well as take part in new types of interactive participation TV shows.'

iPoint-media's Vitrage video calling application platform enables mobile operators to offer their subscribers the widest array of value added services, including one2many video chat sessions, tarot and astrology video services, video information services, video call centers and other interactive services based on user generated content. iPoint-media's goliveTV moderated user generated content platform allows television broadcasters to revolutionize live participation TV broadcasts by offering new types of interactive participation TV show formats that increase revenues, ratings, and branding opportunities beyond existing solutions.

Liew Kong Nam, Managing Director of Nano Equipment, commented:

'iPoint-media's platforms will allow us to offer a wider range of services that our customers in the region are demanding. In particular, our media customers will be able to engage consumers directly and effectively through interactive video calling services.'

iPoint-media and Nano Equipment will be demonstrating the latest in converged media participation TV solutions and value added 3G/broadband video calling services at CommunicAsia, Hall 2/2N1-04, taking place at the Singapore Expo on June 19-22, 2007.

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iPoint-media is the leading provider of delivery platforms for live user generated content (UGC) and value added video calling services. The company's goliveTV platform enables media companies and broadcasters to develop new UGC-focused participation TV show formats that can be published to the web, mobile and live TV broadcasts. goliveTV manages the complete lifecycle of UGC, from content collection through to tagging, moderating, storing and publishing. iPoint-media's Vitrage video calling service platform enables mobile operators and content aggregators to deploy the widest array of interactive video calling services utilizing recorded and user-generated content. Vitrage services include one2many broadcasts, video call centers, video chats, video blogging, as well as interactive astrology and tarot card services.

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You can also visit www.ipoint-media.com for more information.