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fix8 WALKS AWAY WITH “BEST OF SHOW” AT iHOLLYWOOD FORUM 2007

*Honored as the Best of the Best, iHOLLYWOOD was **fix8**'ed with this new user-generated reality and animation software.*

SHERMAN OAKS, CA – March 16, 2007 – **fix8**, a unique interactive communication application that allows people to customize their on-screen virtual appearance in real-time using **fix8** avatar technology and **fix8** Creative Accessories, received top honors at iHollywood's Sixth Annual Digital Media Summit. **fix8** took home the grand prize award of 1st Annual DMS Demo & Venture Forum "Best of Show" 2007.

fix8 was one of six new media companies that presented to a panel of judges and over 300 potential partners and industry leaders at the DMS Demo & Venture Forum. With this year's focus on the future of social networking, user-generated content, and Hollywood – **fix8**'s innovative approach creating a new level of personal expression and experience through robust user-generated animation received unanimous endorsement from the panel of judges.

“A video is worth 10,000 words,” said Sony Pictures Entertainment Digital Media Vice President Donald Wong. “Loved it! How do I get a copy!”

The panel of judges consisted of Innovature Ventures partner Claas Heise, Motorola Ventures Investment Manager Harshul Sanghi, and Sony Pictures Entertainment Digital Media Initiative Vice President Donald Wong. The judges' endorsement was combined with the audience, who voted by sending text messages from their cell phones to an automated polling system developed by **Mozes, Inc.**, to deliver this honor to **fix8**.

“**fix8** enables users to play with content, whether their own or content produced by a studio, and share it with others on the web,” said iHollywood Forum CEO Michael Stroud. “**fix8** definitely sees the future for consumers and Hollywood.”

fix8's mission is to bring about a new realm of rich, highly expressive content through **user-generated reality** techniques. Allowing the user to dress up his/her real-time video and images with 2D / 3D accessories to customized photorealistic identities and fully animated avatars – **fix8** has coined the term **user-generated reality** to define the broad spectrum of creative self-expressive user-generated animation in real-time that can be used seamlessly with video blog and social networking sites and Instant Message communication. **fix8** digitizes human expressions and movements captured from a webcam enabling users to *cr8*, *anim8*, and *communic8* with their digital characters across online, TV and mobile platforms. **fix8** is available for download at www.fix8.com.

fix8, is a division of Mobinex, LLC, a privately held technology company headquartered in Sherman Oaks, CA, with offices in China, Singapore and Vietnam. For more information, visit www.fix8.com.