

## FOR IMMEDIATE RELEASE

### **fix8 Wins iHollywood's "Best of Show" Award**

**Voted Most Worthy of Partnerships and Funding by Digital Media Summit Audience**

Digital Media Summit 2007

LOS ANGELES—March, 15, 2007 --fix8, the creator of a unique interactive communication application that allows people to customize their on-screen virtual appearance for use in video blogging, instant messaging and TV, was voted "Best of Show" by participants at the Sixth Annual Digital Media Summit, iHollywood Forum, Inc. said.

fix8 was one of six digital and social media companies that presented to a panel of judges and about 300 audience members at the DMS Demo & Venture Forum. This year's DMS was the first to examine the implications of social networking and user-generated content for Hollywood. Presenting companies sought funding and partnerships.

A panel – consisting of Innovature Ventures partner Claas Heise, Motorola Ventures Investment Manager Harshul Sanghi and Sony Pictures Entertainment Digital Media Initiative Vice President Donald Wong – unanimously said they would recommend funding fix8. The audience then voted by sending text messages from their cellphones to a polling system developed by Mozes, Inc.

"**fix8** was a great example of the kind of young company presenting at this year's DMS," said iHollywood Forum CEO Michael Stroud. "They enable users to play with content, their own or content produced by a studio, and share it with others on the web. fix8 definitely sees the future for consumers and Hollywood."

**fix8** revolutionizes user-generated content, bringing animated communication, instant messaging and video file sharing together in one easy application.

"We are honored that **fix8** was selected to receive the first-ever DMS Demo & Venture Forum 'Best of Show,' said Dinesh Bhatia, Vice President of Global Sales for **fix8**. "Beyond the award, the judges' comments and the audience votes validate our path toward making user-generated reality and user-generated animation an important addition in the authoring of rich, highly expressive content in real time."

Other presenting companies featured at the Digital Media Summit Demo and Venture Forum were: **Advestigo SA**, a technology leader in the digital asset management market; **Cytec Corporation**, an innovative Internet video delivery platform that plays Internet-based videos directly to the television; **Movieset**, a content aggregator that brings behind-the-scenes movie making directly to the web; **RipTV**, a broadband video web community focused on the niche of



extreme sports and catering to the male audience under 30; and **Zango**, an online media company that fulfills consumers' demand for free video games and music.

During the conference, Mozes provided technology that allowed attendees to participate in text-to-screen interaction, polling and voting. Participants were able to have questions flash onto the screen in real time and were responsible for determining the best of show winner.

Mozes lets anyone – from brands to bands and fans – easily and seamlessly create, share and manage text message-based mobile campaigns and promotions

The summit examined digital video, digital rights management, online music, entertainment marketing, television, media and search through the eyes of the empowered consumer, who is transforming how Hollywood delivers entertainment.

The summit featured panels and keynotes from top executives such as **Disney, Sony Pictures, NBC, UTA, ICM, AT&T, Verizon, Comcast, Verisign** and dozens of other top companies. DMS also featured other leading social media companies such as **Grouper, Revver, Friendster, Brightcove and VideoEgg.**

#### **About iHollywood Forum, Inc.<sup>TM</sup>**

Founded in 2000, Los Angeles-based iHollywood Forum, Inc. produces next-gen roundtables and business summits about digital entertainment and mobile technology. The summits attract a diverse mix of Hollywood and technology executives, entrepreneurs, technology executives, attorneys and others to learn and make deals in an intimate environment. Sessions are typically moderated by top journalists and analysts.