

**BLOGZONE** Share your knowledge, Opinions, and Style

**BROADCAST NEWSROOM**  
Portal for the Broadcast Industry

**Switch to HD**  
with the all-new  
**AV-HS400 Switcher**

Featuring Multi-view preview for displaying **10 HD signals**

**Panasonic**  
Ideas for life

**BROADCAST NEWSROOM**

<b>COMPANIES</b>	<b>BROADCAST NEWSROOM</b>	<b>PRODUCTION</b>	<b>HD</b>	<b>WEBCAST</b>	<b>FACILITIES</b>	<b>SOFTWARE</b>
<b>TRADE SHOWS</b>	<b>ACQUISITION</b>	<b>DTV</b>	<b>RADIO</b>	<b>STORAGE</b>	<b>PEOPLE</b>	<b>HARDWARE</b>

Home News Features Most Viewed Blogs Start Your Blog! FREE Broadcast Newswire Contact

**TUTORIAL FINDER**  
REVIEW SEEKER

Company News: Page (1) of 1 - 04/03/08 [email article](#) [print page](#)

**RELATED STORIES**  
[More Related Stories](#)

For the Most Critical Eye.

**ProHD**

JVC  
The Perfect Experience

## FIX8 Secures \$2M in Series A Financing From SK Telecom, Plus Contract to Develop Interactive Avatar Technology for SKT's 20M+ Users

Growth in User Generated Content and Interactive Communication Delivers Additional Funding, Closing Out Initial Round Now Totaling Over \$5 Million

By PR Newswire

NEW YORK, April 3, 2008 /PRNewswire/ -- VIRTUAL WORLDS -- FIX8, a division of Mobinex, Inc., a leader in virtual communications technology, today announced the company has secured an additional \$2 million in Series A financing from SK Telecom, the top wireless communication provider in Korea, with revenue of KRW 11.28 trillion (\$11.4 Billion US). FIX8 now closes its initial round of financing having successfully raised over \$5 million. In addition, SKT has awarded FIX8 with a contract to lead the development of SKT's 3D avatar animation technology, which will enhance mobile and online communications.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20071016/LATU082LOGO>)

"SKT's investment is a testament to FIX8's growing consumer popularity and expanding interest in video and mobile User Generated Content," said FIX8 CEO, Linh Duy Tang. "We are proud to partner with a world-renowned telecom company that shares in our commitment to delivering innovative solutions for virtual communications across Internet, TV and mobile phones."

**Transcoding**  
Isn't Just File Conversion

It's... intelligent automation  
"learning" from past tasks to maximize throughput

**digital rapids**

FIX8's premium content offerings include virtual communications technology that digitizes human expressions via webcam in real time. Users can animate live video on IM services including MSN, Yahoo, AIM and Skype. FIX8 videos can also be saved and posted across Facebook, MySpace and YouTube. FIX8 Mobile will soon offer animated video chat and sharing on camera phones.

"Investing in FIX8 was a strategic decision based on the company's pioneering vision and technology leadership in the area of virtual communications coupled with explosive growth in mobile User Generated Content," stated the investment manager of SK Telecom. "We also look forward to continued collaboration with FIX8 as SKT introduces additional mobile UGC services across Korea."

In addition to SKT's \$2 million investment in FIX8, the wireless operator also awarded the company a contract to lead the development of SKT's 3D avatar animation technology to enhance mobile and online communications. The FIX8 solution will allow users to communicate using interactive avatars that map to their facial movements and expressions. Each socially interactive character will offer characteristics of personal identity, lifelike emotions and other fun features.

"Not only did SKT invest in FIX8, but we contracted the company to develop our interactive avatar technology. FIX8 is a true innovator in the Web 2.0 and now 3.0 space. The technology will be central to social interactivity and media-enhanced communication for our users," added the project manager of SKT's 3D avatar animation project.

About FIX8  
FIX8 is a new media company that blends Internet and mobile platforms with rich streaming video creation, editing and sharing capabilities. FIX8 is a FUN, creative new way of communicating. Developed in response to rapid growth in video sharing, social networking and user-generated content, FIX8 is the future of rich-interactive communication. Headquartered in Los Angeles, FIX8

This page was created using **Nitro PDF SDK** trial software.  
To purchase, go to <http://www.nitropdf.com/>

**SONY**  
Achieve the impossible with new Vegas Pro 8

**Transcoding**  
Isn't Just File Compression

**digital rapids**

**Switch to HD**  
with the all-new  
**AV-HS400 Switcher**

Featuring Multi-view preview for displaying **10 HD signals**

**Panasonic**  
Ideas for life

has offices in China and Vietnam. FIX8 is a division of Mobinex. <http://www.FIX8.com>

About SK Telecom

SK Telecom (NYSE: SKM, KSE: 017670) is the top wireless communication provider in Korea, where it has over 22 million subscribers and more than 50% of the total market. Established in 1984, the company reached KRW 11.28 trillion in revenue in 2007. SK Telecom was the first to launch and commercialize CDMA, CDMA 2001x, CDMA EV-DO and HSDPA networks, and currently provides cellular, wireless Internet, mobile media, global roaming services and more. For more information, please visit <http://www.sktelecom.com> or email [press@sktelecom.com](mailto:press@sktelecom.com).

SOURCE FIX8

Copyright 2008 PR Newswire. All Rights Reserved

| RECOMMEND THIS ARTICLE | Page: 1

Related Sites: Digital Producer , Media Workstation , BN - Broadcast Newsroom , DMN Newswire , BN - Webcast

Related Newsletters: DMN Newsletter , Waveform Newsletter , Streamline Newsletter , Digital Media Net , Tutorial Finder , Review Seeker , BN - Broadcast Newswire


Source:PR Newswire. All Rights Reserved



### PANASONIC PROFESSIONAL CAMCORDER

	<p><b>Panasonic AG-HVX200 1/3" Pro DV Camcorder</b>                      ★★★★★ (Rated by 60 users)                      The Panasonic AG-HVX200 answers the demands of the professional HDTV photographer with a compact and feature packed acquisition tool.                      Price Range \$3,049 to \$5,875 • View Details • Related Items</p>	<p><b>BEST DEALS!</b>                      42nd St. Photo: \$3879.99                      US1Photo: \$3809.99                      buydig.com: \$5199.00</p>
	<p><b>Panasonic AG-HVX200E/AG-HVX202E 3-CCD P2/DVCPRO HD Format Camcorder</b>                      ★★★★★ (Rated by 1 users)                      The Panasonic AG-HVX200 answers the demands of the professional HDTV photographer with a compact and feature packed acquisition to                      Price Range \$4,769 to \$4,795 • View Details • Related Items</p>	<p><b>BEST DEALS!</b>                      DigitalMEGASore: \$4795.00                      iBuyDigital.com: \$4769.00</p>
	<p><b>Panasonic AG-DVC20 3CCD MinivDV Camcorder</b>                      ★★★★★ (Rated by 49 users)                      The AG-DVC20 DV camcorder delivers highly professional results with easy operation. The shoulder-held design keeps it stable when recording sports,weddings or other events.                      Price Range \$1,019 to \$1,389 • View Details • Related Items</p>	<p><b>BEST DEALS!</b>                      Dell Accessories: \$1389.00                      buydig.com: \$1175.00                      beachcamera.com: \$1199.00</p>
	<p><b>Panasonic AG-DVX100A Mini-DV Cinema Camcorder</b>                      ★★★★★ (Rated by 123 users)                      Panasonic AG-DVX100A 1/3" 3-CCD 24P/30P/60I DV Cinema Camera 1/3" 3-CCD Mini-DV camcorder with exclusive CineSwitch technology; Outstanding sensitivity: F11 @2000 lux, min ...                      Price Range \$1,880 • View Details • Related Items</p>	<p><b>BEST DEALS!</b>                      FotoSpirit: \$1880.00</p>
	<p><b>Panasonic Pro Soft Shoulder Pad for the AG-DVC7 Camcorder</b>                      ★★★★★ (Rated by 0 users)                      SOFT SHOLDER PAD FOR AG-DVC7                      Price Range \$28 to \$29 • View Details • Related Items</p>	<p><b>BEST DEALS!</b>                      Amazon: \$29.00                      Amazon Marketplace: \$29.00                      B&amp;H Photo-Video: \$27.95</p>
<p><b>BEST DEALS!</b></p>		

This page was created using Nitro PDF SDK trial software.  
 To purchase, go to <http://www.nitropdf.com/>

	<p data-bbox="662 170 878 191">★★★★☆ (Rated by 3 users)</p> <p data-bbox="505 191 1209 233">Rechargeable Lithium Ion Battery. Up to 5 hrs. of operating time. New Sigma 4 Less: \$79.95 clamshell design. Use with Mini DV Digital Palmcorder Camcorders.</p> <p data-bbox="553 233 1195 254">Price Range \$23 to \$119 • View Details • Related Items Buy.com: \$76.99</p>
---	---

---

This page was created using **Nitro PDF SDK** trial software.  
To purchase, go to <http://www.nitropdf.com/>