



## **User-Generated Video for any website...simple, fast, and free.**

*Magnify.net launches new service at DEMO 07*

PALM DESERT, CA – JANUARY 30, 2007 – The already red-hot web video space got even hotter, as sites both big and small were able to add video with the Magnify.net platform announced today.

Web content entrepreneurs are now able to build subject-specific video channels quickly and with ease.

Magnify.net differs from the already crowded video host/destination market. Magnify.net lets sites quickly add a robust video solution to their existing site by providing search, discovery and sort video from the web's most popular video services.

"DEMO is a showcase for disruptive technologies that are changing the present landscape. Magnify.net is challenging the video paradigm, shifting the center of broadcasting from three big networks to millions of user-generated video channels. These channels will be highly targeted and constantly enhanced by the collective contributions of their members. That's a profound change from passive viewing," says Chris Shipley, executive producer of the DEMO Conferences.

The evolution of video from large destination sites to new, emerging Vertical Video Channels is clearly an emerging trend in the growth of video on the web.

The Magnify meta-search looks for videos based on a sites unique interest and engages its users to discover, share, rate and rank them for relevancy and entertainment value. Magnify.net provides the templates and controls publishers need to quickly and efficiently gather, organize and share videos with their communities, providing a useful way to engage user-generated video and develop new revenues.

The active participation of members, through their review and comment, elevates the best videos, creating an ideal environment for advertisers by marrying a brand safe environment and a highly engaged, targeted audience base. Magnify.net creates a system to create and capture metadata around community video.

The Magnify.net network has been in beta since the fall of 2006 and has grown from 20 sites to more than 2000 user-generated video channels to date. Magnify.net is free to users and based on revenue share, creating a more democratic solution for content creators who want to use video to tell their stories.

### **About Magnify.net**

Magnify.net is founded by a team of experienced media, technology and Web development entrepreneurs with a strong track record of best-of-breed innovations. The Magnify.net team is led by Steve Rosenbaum – one of the early innovators in the use of small format video, and user-created video. Rosenbaum created MTV Unfiltered - the first series produced entirely by viewers, and Directed the multi-perspective feature Documentary "7 Days in September". Magnify has been financed by its founders and a group of private individuals.

### **About DEMO**

Produced by Network World Events and Executive Forums, the semi-annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E\*Trade, Handspring, and U.S. Robotics, helping them to secure venture funding, establish critical business relationships, and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information, visit [www.demo.com](http://www.demo.com).