

World First at Streaming Media Europe this week



New Technology that enables your Video to talk directly to your mobile

London, Friday 15 October - Doovle today announce its partnership with VC Cambridge-based Intrasonics Ltd, developers of this unique technology that enables any broadcast content to interact directly with mobile phones. Whether consumers are watching TV or VOD through their PC or Laptop, when the video content is played, your mobile picks up a code which has been embedded in the video content, this will trigger a variety of applications to activate on your phone. For example you could be watching a film trailer and a two for 1 voucher/barcode is sent directly to the individuals handsets or a commercial for a car company and your phone triggers an invitation for a test drive, having worked out where you are and notified the nearest dealer. No alterations have to be made to existing broadcast or streaming arrangements and you can use existing content.

This exciting technology opens up tremendous revenue opportunities for advertisers and content producers only limited by the client's creativity.

Stephen Anderson Doovle's CEO said *"We are extremely pleased to be showcasing this exciting technology and are already in early stage discussion with two broadcasters. Deployment was straight forward."* He went on to say, *"With pre-roll effectively the only real revenue stream for web site owners, this application has to given serious consideration, as for brands and content producers interacting directly with an individual's handset is a lot more powerful and valuable than an expensive Google click through and I would imagine it's going to provide substantially higher conversion rates for clients."*

Get ready to be amazed. If you have an iPhone/iPad click on this link, follow instructions, download the free app, and play any of the videos. An "Android" version will be following shortly.

<http://www.intrasonics.com/videos.html>

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About Doovle Ltd

Doovle Ltd is owned and operated by Stephen M Anderson and Dr Michael Woodley who are both experienced Internet Entrepreneurs . Doovle was founded in 2005 within the privately held Cambridge technology incubator, Green Cathedral plc. In 2009 Doovle was spun out from Green Cathedral and acquired outright in 2010 by its management team.

Doovle.com - www.Doovle.com - The Cambridge and London-based leading Video search technology and OVP provider enabling its clients to search within video, manage, encode, store and broadcast HD video both online and to Mobile in an innovative and highly cost effective way.

About Streaming Media Europe

Streaming Media Europe takes place annually in London, UK, this year on 14 & 15 October. Press enquiries to caroline@infotoday.com T +44 (0)1865 327813

Streaming Media Europe 2009 event welcomed 1,015 attendees from 41 countries, an increase of 32% on 2008. Attendance for 2010 will be announced shortly.

Streaming Media Europe is produced by Information Today, a global publishing and conference house, and providers of:

www.streamingmedia.com and www.streamingmediaglobal.com, world-class news and resources used by over 150,000 global digital media professionals each month, and providing daily and weekly desktop-delivered news, through Dan Rayburn and Eric Schumacher-Rasmussen's industry blogs, as well as a range of free-subscription enewsletters.

Streaming Media magazine – European edition – is published four times a year, providing news, analysis, case studies and reviews for some 10,000 readers each issue. The Winter issue publishes on 25 October and is available on free subscription to qualified readers at: <http://www.streamingmediaglobal.com/magazine/europe.asp>