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Pokeware™ set for launch at MinneDemo 2007

Unique online company will use Minnesota's primary technological showcase to present its ability to monetize streamed video content by integrating contextual advertising.

Twin Cities, MN – October 9, 2007

Pokeware™ is a unique online company that integrates video content and contextual advertising. The company will officially launch in St. Paul on Thursday, October 11th, at O'Gara's Garage in Minnesota's primary technological showcase, MinneDemo 2007. <http://minnedemo.org/>

Pokeware™ creates an innovative way to monetize Internet video streams by connecting the point of purchase and consumption to facilitate and measure contextual product placements within streamed video content.

"As consumers stream billions of videos each month over the Internet, Pokeware™ creates a new and more effective way for marketers to directly reach consumers," said Pokeware™ Founder and CEO, Maryse Thomas. "Our company generates revenue by dramatically increasing click-throughs and empowering consumers with quick and easy access to more products and information than they ever had."

With easy-to-use software, Pokeware™ allows viewers to pause online videos and reveal "hot spots" in order to access nearly any category of information. For example, in a Gwen Stefani video, consumers might use Pokeware™ to click on Gwen Stefani's clothing for purchasing information, connect to her bio and album information, or to learn about the venue where she is performing.

"Pokeware™ enhances the online experience not just for marketers and advertisers, but for consumers themselves through our wide variety of tools," added Thomas.

Among its capabilities, Pokeware™ can capture audio and music files and facilitate direct responses from advertisements. What's more, Pokeware™ adds to its arsenal with the F.A.L.K. Index, POKE it™ Search, and the Pokeware™ Toolbox, tools which will be featured as part of Pokeware's™ presentation at MinneDemo.

"MinneDemo is a terrific venue at which to introduce and discuss advances in technology in a world increasingly interconnected by the Internet," noted Thomas.

Tech entrepreneur Dan Grigsby and developer Luke Francl organized MinneDemo as a local answer to BarCamp, the international network of open participatory workshop events. Presenters joining Pokeware™ in the technological meeting of the minds include: CrashPlan, SotaComm, WonderFile, FanChatter, and Adaptive Avenue.

Subsequent to its introduction at MinneDemo, Pokeware™ aims to capitalize on market shifts towards technologically innovative, functional, efficient, and common sense products that are user-friendly with its unique ability to utilize advertising within videos.

MinneDemo is sponsored by Upper Midwest businesses Kinetic Data, Split Rock Partners, New Counsel PLC, ipHouse, and Electric Pulp.

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