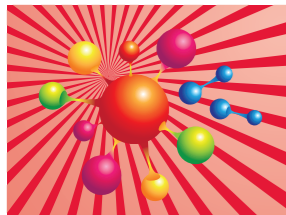


WinkBall.com

WinkBall.com is a free, web-based, personal video communication service.

WinkBall offers a quick, simple and fun way to record send and share video messages and footage within a private network of contacts. A personal WinkBall.com account will offer you plenty of great features





Video messaging

Users. WinkBall video messaging offers users a completely private space in which to communicate with their contacts using video. Messages are recorded and sent using a personal WinkBall account. Once received, messages can be saved and passed on to your family and friends. WinkBall.com can be accessed anywhere, anytime, through a web browser.

Advertisers and Brands. All messages sent through WinkBall.com are supported by a targeted, five-second advertisements, which is shown at the end of all video messages and content.

Video Blogs

Users. WinkBall account holders can express themselves by creating their own WinkBall Blog. Combining the power of video with the ability to comment with text, users can invite others to view and comment on their blog.

Advertisers and Brands. Organisations can create a WinkBall Blog about any product, theme or event they wish. It's a great way to get a discussion going between a brand and their clients. WinkBall Blogs offers organisations the chance to allow their blogs its own URL – in this way, brands can reach a mass audience who can in turn view and comment on these blogs.

Video walls

Users. A WinkBall Wall is a private space where a user can post videos around a theme, event or topic. This allows people to share special memories, or opinions, with invited family and friends, using the emotional power of video. Those invited to their WinkBall Wall can post their own video responses on the subject, and a full and diverse discussion can be online, viewable anytime!

Advertisers and Brands. Organisations can create public video walls, prompting discussion and feedback on a chosen subject or product. Each WinkBall Wall can have its own URL, dedicated only to that topic, without 'visual noise' from other organisations, maximising your organisation's web presence.

Channels

Users. WinkBall users will have the ability to and sign up for free subscriptions to various broadcast channels, which will enable video content to be delivered and stored within a users own personal WinkBall page, to be viewed at the account holder's convenience.

Advertisers and Brands. Can create broadcasts using the Winkball Broadcaster [hyperlink to relevant Broadcaster section]. Video content can be scheduled for timed distribution to a database of subscribers - where it can then be watched any time, and any place, the viewer chooses.

Live video chat

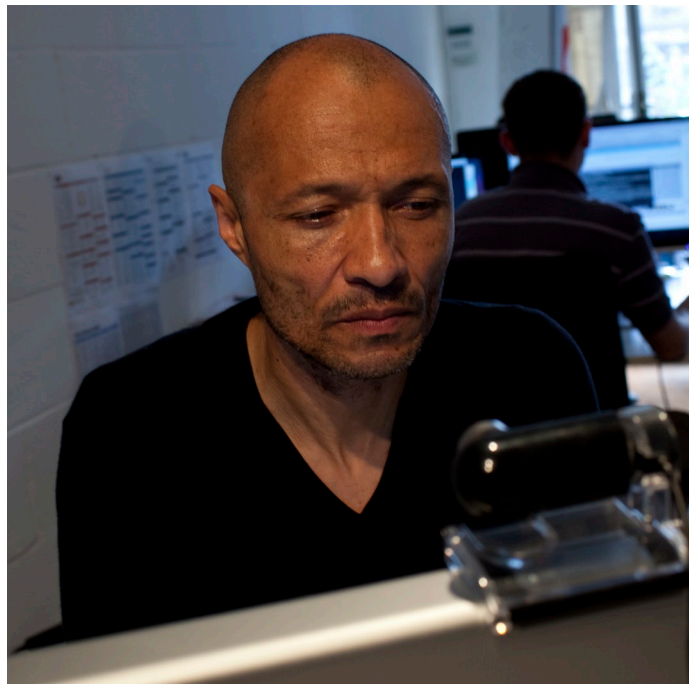
Users. Video chat will enable two or more users to engage in real time, face-to-face conversation. These conversations can also be recorded and saved within a user's WinkBall.com account

Advertisers. A saved or shared video chat can also be appended by a five-second advertisements.



Market Research

With WinkBall technology, commercial brands now have the unprecedented ability to track, measure and evaluate campaigns. This includes being able to monitor where and when video content has been watched, by whom, and whether messages were shared with other users.



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Notes: