



Press Release - Monday, January 14, 2008

CloseVU Introduces “Instant Highlights”

Real-time sports highlights for mobile internet with the click of a button.

Cambridge, Massachusetts — January 14, 2008 — CloseVU, the company founded to mobilize sports and action content, introduces CloseVU “Instant Highlights”. CloseVU “Instant Highlights” dramatically improves the production of thrilling “highlight packages” for live sports events, saving time and manpower by instantly recording the best plays of your game coverage with the click of a button.

CloseVU Live - Mobilize the action as it happens

Sports is a key driver for on-demand mobile content. Highlight packages are lucrative drawing cards to increase per user revenues and longer viewing times. CloseVU’s “Instant Highlights” helps operators leverage their prime content and precious bandwidth to generate additional revenues. With CloseVU “Instant Highlights” it’s quick and easy to deliver the best action shots from exciting sports events to mobile users as they happen.

CloseVU “Instant Highlights” is an optional feature of CloseVU’s “Live” production tool with Smart Zoom technology which enables a producer to deliver picture-perfect mobile content with the right size and fit for mobile devices. CloseVU “Live” integrates easily into existing workflows. The “Instant Highlights” feature allows the same producer to simultaneously send dramatic highlight clips as they happen with just the click of a button.

How does it work?

CloseVU “Instant Highlights” dramatically simplifies highlight production. The graphic interface can be pre-set for specific types of sporting events and plays (goals, catches, interceptions, etc). As the game is in progress, one-click on the pre-set icon automatically record the sequence and associated metadata to produce the highlight clip with all its relevant information.

Highlight files with all the critical information are stored for instant access and editing. Files can be instantly transcoded for immediate publishing into Mobile or Web Portals, or accessed for further editing with standard packages such as Apple Final Cut Pro or Adobe Premiere.

For further information, please visit our website at www.closevu.com

About CloseVU

CloseVU is an innovative start-up that develops live and post-production tools to adapt video content to formats that are optimally viewed on the small screen of Mobile TV devices. CloseVU has developed unique image processing algorithms and technology to create and repurpose HD or SD video content for Mobile TV. CloseVU Live has been awarded the Broadcast Engineering IBC 2007 Pick Hit Award by a panel of independent judges from one of the industry's most prestigious trade publications Broadcast Engineering.

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