

# YOUVIEW LAUNCHES NEW IMAGE-ENABLING TECHNOLOGY

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New technology makes it simple for businesses to publish pictures on a range of online platforms

Youview Limited, the infoimaging company, today announced the launch of its 'image-enabling' technology that solves the problems encountered by organisations large and small in using images online. Youview enables simple and fast access to images through PCs via the internet and will move into the mobile space in the next few months. Youview has also appointed technology entrepreneur Barry McWilliams as chairman.

The combination of Youview's software and hosting service creates a powerful and flexible business tool which allows businesses to manage electronic images, and customers to access them, in a world where digital camera sales are mushrooming, yet managing and manipulating images is still a very time-consuming and clumsy process.

Youview's technology is based on an open-technology platform designed so businesses require no in-house technical support. No special knowledge is needed, for example, to group images of an item into a coherent sequence with descriptive text to display in an own-branded player. This can then be stored in a central distribution system ready to be accessed by end users quickly and easily.

According to Dan Carp the CEO of Kodak, the infoimaging market is a 5 billion opportunity which is growing at 8-10% annually. Youview is currently in advanced stages of discussion with a number of technology partners and potential clients in the media and telecoms sectors.

Creation of image-based material using Youview is better than current solutions because:

- it provides a more reliable process to publish content
- allows flexible distribution via e-mail or website links and printed advertisements
- makes easier viewing because the material can be shown on a range of machines via the internet.

The image-enabling technology is capable of supporting a suite of products in response to business needs for example:

- Seemoreimage – Risk-free online marketing for SMEs:

easy development of complex online slide shows from digital cameras to showcase a product or provide a virtual viewing of a property, for example, with all the hard work being done by the Youview technology platform

- Progressimage – Fast construction project communication:

cost effective project communication with up to 30 photographs of the actual scene, it takes just 10 minutes to create a powerful visual update for offsite stakeholders instead of using lengthy and tedious verbal reports.

Barry McWilliams brings over 20 years of telco industry experience with him including hands-on experience of fundraising and spearheading deals worth over £100 million. This experience makes him an invaluable addition to Youview as it prepares to take advantage of emerging demand for infoimaging products and services.

Barry McWilliams said: “Many people use camera phones and digital cameras, the market potential is huge; especially when you consider that people also need many high-quality images to make buying decisions for example when they are looking for property. Yet the availability of devices to take pictures far outstrips the ability for organisations to actually show them to their customers. I was delighted to come on board at Youview because I expect great things from the management team and technology platform in solving this issue.

“It seemed crazy to us that so many devices are around that can support images, but the means to distribute them is so inflexible that there is relatively little use of such a powerful tool. The business models behind Youview’s products are unique and will provide the flexibility that will enable the use of images on a much wider scale than currently possible.”

Fiona Brownsell, CEO of Youview said: “The infoimaging marketplace is set to be worth billions of dollars a year and Youview has designed its business and technology to surmount the challenges and create new opportunities within this emerging high value sector.

“Barry’s telecoms experience coupled with our technology will make us a formidable player across a number of sectors, with almost unlimited business processes that will benefit from the use of images from selling through project management to personal security.”

-ENDS-

Notes to editors:

Youview ([www.youview.co.uk](http://www.youview.co.uk)) is an independent company dedicated to providing infoimaging software and services. The Youview platform facilitates fast and simple online imaging for SMEs and corporates.

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