

MediaWave signs joint venture with Coull

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Infrastructure and content expertise combine to form CoullMedia

Following close on the heels of its pioneering deal with Universal Music, Coull has signed a joint venture agreement with MediaWave - Europe's foremost Internet broadcaster. The company, soon to be re-branded CoullMedia, has unrivalled expertise in the capture, production and delivery of real-time streaming media across digital/IP networks. Combined with Coull's unique visual enhancing methods of engaging with their customers through coull click to revenue™ software, content owners can now benefit from one complete solution.

Each year MediaWave repurposes thousands of hours of content for delivery over the internet for clients ranging from Microsoft to Mobo and Rolls Royce to Robbie.

"Content is already king and we are at the heart of this evolution," comments Irfon Watkins, CEO of Coull. "Music labels, film companies and other content owners are now opening their eyes to the opportunity to monetise their assets whilst meeting their customers' demand for true interactivity within films and videos. This agreement with MediaWave completes the circle by giving us the best delivery mechanism to take our interactive content to customers securely and cost effectively."

Ken Coppel, Managing Director of MediaWave, said: "Our infrastructure, combined with our unrivalled experience in scaling to provide robust delivery, enables us to repurpose content at the highest possible quality for direct transmission over the Internet either live or for on demand viewing. The addition of Coull's rich-media content provides a very powerful cocktail, transforming for example a video that was originally created for normal TV viewing into a high-impact, interactive, revenue-generating portal."

Coull has developed a method of tracking and segmenting video objects creating hyperlinked video. The author of the video uses a computer mouse to scribble roughly on each desired object in a frame of video. These masks label every pixel in every frame of the video as belonging to one of the regions roughly sketched out by the author at the beginning of the process. The author may then associate each region with a particular action. During playback, the viewer can select objects with a mouse or an analogous device, such as an enhanced TV remote control with point-and-click capability.

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For further information on Coull visit www.coull.biz or call +44 (0)117 987 8022

Notes to editors:

MediaWave delivers rich media services to corporate and entertainment clients that want supreme service and blue chip experience on an SME budget.

Some of current projects include: broadcasting interactive question and answers between five cinemas; shooting a music video for TV broadcast; and a straightforward webcast with slides and Q&A interactivity for a customer in the financial sector.

For further information on MediaWave visit www.mediawave.co.uk or call +44 (0) 1332 866700

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