

DataBasics Press release - May 2009

Equilibrium EQ Network

For IMMEDIATE RELEASE

- * Equilibrium Introduces EQ Network Hosted Service To Automate Personalised Video Delivery and Generate Revenue Via Advertising From Any Web Video
- * First of its Kind Service Facilitates Hyper-Targeting of Ads Using the Easy-to-Deploy Universal Media Delivery Bar
- * Targeted Insertion and Delivery Service Turns Internet and Mobile Video From a Cost Centre to Profit Centre.

Cairns QLD, May 7 2009 - Equilibrium, a software and hosted services company that specialises in helping enterprise clients of all sizes to manage, monetise and mobilise content, announced the introduction of the EQ Network (tm), at the recent National Association of Broadcasters conference.

The EQ Network enables content owners to deploy quickly a Media Delivery Bar on their site allowing viewers to effortlessly request personalised videos to be prepared and delivered via a breakthrough Ad-Per-View (tm) Software as a Service (SaaS). For the first time ever, content owners can also quickly personalise video experiences to web, wireless and mobile devices on-the-fly, without any pre-processing.

Equilibrium's Media Delivery Bar provides Website video content owners with the tools to hyper-target advertisements to individuals based on voluntary demographic information they supply. The Media Deliver Bar can be installed on any web page that contains video content within minutes, without requiring additional infrastructure costs or changes for the content owner or advertiser.

The Media Delivery Bar is easy to customise and assign to any video, providing either personalised advertising and/or sponsored viewing experiences in four simple steps through any EQ Network enabled site:

- (1) Viewers first choose the video and device to be delivered to,
- (2) opt in to share demographic information,
- (3) the requested video is automatically properly formatted without having to be pre-loaded into the Ad-Per-View system, and then
- (4) targeted video ads are inserted and delivered to the viewers' existing Internet video player, wireless or mobile device.

Advertising, sponsors and IDs are also inserted on-the-fly into pre-roll, mid-stream or post-roll positions. The EQ Network's scalable Ad-Per-View technology automatically optimises video content for billions of existing mobile devices, Internet video players and new ones as they become available.

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"After seeing the preview of the EQ Network, it looks very promising as a no-hardware-required solution that content owners and advertisers will be able to use to set business rules on a per video basis," said Stacey Foster, Coordinating Producer, Saturday Night Live. "Also very appealing is that the EQ Network automates the delivery of video content to the web and mobile devices, making it very easy to expand the reach of content while helping to cover costs through targeted advertising opportunities."

"Equilibrium allows mobile video advertising to make a quantum leap forward by enabling dynamic video ad insertion," said Michael Shehan, CEO of SpotXchange LLC and Booyah Networks, Inc. "Combining SpotXchange's advanced video ad targeting with the EQ Network and Media Delivery Bar empowers advertisers to reach consumers with the same accountability and accuracy as its online counterpart."

Refer <http://blog.spotxchange.com/2009/04/20/equilibrium-introduces-eq-network/>

"After many years of intensive research and development, we are pleased to offer the EQ Network to content owners and advertisers to automate the heavy lifting and time consuming content assembly, ad insertion and deployment tasks, while simultaneously insuring that every ad impression is relevant, effective, counted and monetised through the use of our Media Delivery Bar," said Sean Barger, CEO of Equilibrium.

For more information and for a step-by-step video to see how the EQ Network and Media Delivery Bar work, visit EQ Network: <http://eqnetwork.com/network/overview/>

Local pricing and information at <http://www.databasics.com.au/equilibrium/>

About Equilibrium

Equilibrium offers breakthrough cross-platform technology solutions featuring interoperability and integration for the workgroup, enterprise and web-server, delivering the same CORE technology for cross-platform interoperability and integration virtually anywhere. Equilibrium is a Microsoft Gold Partner.

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About DataBasics

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