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**VUVOX Network, Inc. Introduces Immersive Media Creation and Sharing Service**

*Easy to Use Online Service Redefines User Generated Content.*

**DEMO 07, Palm Desert, CA, January 30, 2007** - VUVOX Network, Inc., previewed a new direction for consumer level online personal media creation and sharing at the prestigious DEMO Conference today. The company announced that its new service will launch to the public in February at [www.vuvox.com](http://www.vuvox.com).

VUVOX represents a dramatic leap forward for consumer personal expression by integrating the market's first robust end-to-end digital media creation architecture with an online service. VUVOX consists of three modules: Collect, Create and Publish running within a standard web browser. Using an easy-to-use interface, customers collect their photos, video and music media from their PC, RSS feeds and websites. The service automatically suggests a story idea to launch the creative process. Within the Create module, the customer instantly previews and personalizes visually immersive experiences containing their media. VUVOX Publish module enables these expressions to be distributed to web sites, blogs, mobile video players and IP TV networks, or on the VUVOX site.

VUVOX streamlines the digital creation experience into a few easy and fast activities by removing tedious, non-intuitive tasks that have characterized previous online and PC centric consumer solutions. Moving beyond current blogs or digital scrapbooks, no two expressions within VUVOX are the same. VUVOX provides the customer with fast personalization features that can turn a single photograph into an interactive multimedia environment.

"Prior to VUVOX, when I viewed my media online, I felt like I was back in the 20<sup>th</sup> Century passively watching TV or slide shows," said Jim Lanahan, CEO of VUVOX. "At VUVOX we're looking ahead, not back. When using VUVOX, everyone easily and instantly achieves professional quality media expression and distribution. VUVOX is pioneering interactive media creation for the 24/7 world that we live in."

Top artists from around the world are already leveraging the VUVOX platform to create and distribute their work directly to customers. The results are unlike anything seen on the market today. In one example that was previewed, the demonstrator planted and grew a tree in a photographic landscape where the branches sprouted photos and videos.

"I am really excited to be working with the team at VUVOX," said Vancouver-based generative artist Jeremy Thorp. "My dream is to put my ideas into the hands of customers and see where they take them. VUVOX is the first platform that enables artists to continuously engage directly with customers. This is a truly revolutionary moment."

"At VUVOX, you can expect the unexpected. Our team is all about innovation and our mission is to help artists and customers explore their 'visual voice'," said Mr. Lanahan.

"VUVOX is an unbelievably beautiful application that will radically redefine the quality and expectations we have for what is currently being labeled as 'User Generated Content.' VUVOX is way ahead of everyone else in providing an easy to use, yet powerful media creation experience," said Chris Shipley, DEMO executive producer. "As a photographer, I will use VUVOX to extend and share my own work."

**About VUVOX Network, Inc.**

Founded in 2006, VUVOX is a digital media communication innovator that develops market leading personal expression and sharing services. VUVOX eases the customer's digital creation experience, while instantly providing professional quality results. The company is privately held and located in Redwood City, CA.

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