



## Announcing movy.tv A revolution in mobile media sharing & distribution

November 17, 2006

Movidity Inc. today introduced movy.tv, the world's first *truly mobile* video sharing web service. Designed specifically for mobile use, movy.tv will revolutionize multimedia sharing and distribution, opening up endless possibilities for consumer, commercial and professional users.

As with other popular video sharing websites, such as YouTube®, movy.tv will allow members to share video/audio media with other Internet users. However, movy.tv takes a dramatic departure from legacy video sharing in that it makes streaming of on-demand media available to millions of mobile devices, *worldwide*.

Practically any Internet user will be able to upload video/audio to movy.tv, where it will be automatically "transcoded" by Movidity's™ patent-pending mobile media system. movy.tv will then allow any person with a supported cell phone or PDA throughout the world to download, view and interact with the media. movy.tv content will also be viewable in Shockwave® media format using standard PC Web browsers.

The general public will enjoy free access to movy.tv, while commercial and professional users will have the option of a paid membership. movy.tv will offer a range of features including private user groups, email / SMS notification, user referrals, media tagging, advertising injection, etc. Unlike other mobile media services available today, movy.tv allows users to upload and store video for unlimited viewing and sharing, as opposed to time-sensitive or force-fed content.

movy.tv is the antidote to current limited methods of mobile video/audio distribution. Based on Movidity's™ multi-patent-pending technology, movy.tv leverages highly advanced algorithms, innovative video processing, and a new, unique transmission method to provide mobile video and audio-on-demand. Media also becomes interactive on a mobile device, permitting functions such as click-through advertising as well as viewing controls, including pause, rewind and fast-forward.

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In future, users will enjoy the ability to search the movy.tv video archive directly from the handheld, as well as the chance to capture video with their mobile devices and then forward it to movy.tv for almost instant global availability. Another unprecedented capability will allow members to stream live media (television, radio, video cameras or other) to movy.tv allowing practically any supported mobile user to tune-in and view "live" broadcasts in real-time.

"movy.tv is a truly empowering communication tool, allowing virtually anyone to mobilize their own multimedia content quickly and easily for a wide range of mobile devices," said Mauro Lollo, CEO of Movidity. "Building on the mass-popularity of websites like YouTube®, movy.tv is the first to make community-based video-sharing and multimedia content distribution possible for a global mobile audience."

"Atlantis Systems International is extremely impressed with the potential of this technology to improve training," said Blake Melnick, Chief Operating Officer/Chief Knowledge Officer of Atlantis Systems International, a provider of advanced training systems for the military and aeronautic industries. "Atlantis is working closely with Movidity to apply their technology and enhance the capability of our advanced training systems"

Movidity's™ unique technology makes movy.tv viewable and interactive on the majority of today's mobile devices, ranging from economy-class cell phones to high-end PDAs. Cell phones will require basic browser and java/midp2 capability. PDA devices include those based on Windows Mobile® (CE) 3.0+ Palm® OS 5.0+. The RIM Blackberry® and Pearl are also supported. Client software is simply downloaded from movy.tv and self-installs on the mobile device.

movy.tv will be in limited availability to corporate clients by December 15 and is expected to be publicly available on January 15, 2007. For more information on Movidity and movy.tv, visit [www.movidity.com](http://www.movidity.com).

## About Movidity™

Movidity is bringing the future of multimedia to mobile world, today. Movidity™ leverages highly advanced algorithms, innovative video processing, and a new, unique transmission method to provide quality video and audio-on-demand, along with two-way interactive capabilities to wireless mobile clients. Headquartered in Toronto, Canada, Movidity's™ products are available to mobile device manufacturers, wireless service providers, contest creators/providers, and even individuals. More information on Movidity™ is available at [www.movidity.com](http://www.movidity.com).

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Movidity reserves the right to modify or delete any specification or claims contained in this document without notice.  
Users of movy.tv will be advised to use unlimited data volume rate plans with their mobile carriers and respective devices. Users are responsible for air time charges by the wireless carrier.  
Various mobile network operators may require digitally signed applications on mobile devices, possibly limiting the functionality of media playback.  
Video/audio playback quality and interactive control functionality are subject to the capabilities of the mobile network and respective device.  
Responsiveness of movy.tv is subject to concurrent user load and Internet conditions; no availability or service level agreements are implied or offered.

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