

## ImageSpan Partners With Visible World To Build Revolutionary Marketplace For On-Demand Customization of Ads

*ImageSpan's New Automated Content and Copyright Management and Licensing Platform Will Combine with Visible World's IntelliSpot Dashboard to Meet Advertisers' Demands for Dynamic and Affordable Localized Content*

SAUSALITO, CA and NEW YORK, NY – June 11, 2007 — ImageSpan Inc™, the first comprehensive licensing and billing automation platform for digital media, today announced that it will team with Visible World, a leading video advertising technology and services company, to build a revolutionary new marketplace for rights-cleared content that also will allow advertisers to customize ads in real-time at a fraction of the usual cost.

The platform will combine ImageSpan's CurbStream and Visible World's IntelliSpot Dashboard. ImageSpan's CurbStream provides on-demand access to thousands of local videographers and photographers in virtually every community in the country. These videographers and photographers shoot and then upload raw local area content for any advertising or video content network via ImageSpan's easy-to-use interface. The content is then immediately rights cleared and licensable for use with Visible World's IntelliSpot Dashboard, where advertisers can electronically create, customize, deliver, and monitor intelligent video spots.

"Advertisers are on the front lines of a complex new world of mashups and multi-copyright-holder content projects due to increased demands to scale campaigns and tailor them to local markets in near real time," said Iain Scholnick, chairman and chief executive officer, ImageSpan. "Having spent four years in stealth mode working to address these evolving needs, ImageSpan is poised to revolutionize \$8 billion a year rights management and clearance industry by bringing the manual rights clearance process into the Internet age. The combined ImageSpan-Visible World platform provides a marketplace where advertisers can electronically secure rights-cleared images and video to create, customize, target, tailor, monitor and actively change ads on-the-fly to reflect changing market conditions and help companies make the most of their advertising dollars."

Until today, companies in the advertising industry had to endure costly, time-consuming person-to-person negotiations to license and acquire rights-cleared images and video. With ImageSpan, a process that used to require a lawyer and a contract is now automated and requires only a few clicks of the mouse. As a result, ImageSpan helps reduce costs by as much as 90 percent. That translates into a huge savings for creative advertising promotions, where more than \$8 billion was spent last year on licensing and acquiring rights-cleared content.

"Advertisers need a way to manage complex copyright tracking and license billing issues in an environment where they want to increase global brand control and ad consistency, but with greater flexibility to tailor and dynamically change messages to better target local markets and individuals," said Tara Walpert, President, Visible World. "The marketplace we're creating with ImageSpan will make it easier and more affordable for advertisers to secure the content and rights they need for on-the-fly customization of video advertising to any market and on any screen – from TV to PC to mobile. As a result, companies will be able to more effectively promote their businesses in local markets, and eventually to specific households and individuals, at greatly reduced costs."

ImageSpan puts licensing and transaction control back into the hands of the content stakeholders, the buyer and seller. It enables them to protect and profit from the legal exchange of content by providing licensing and billing automation for rapid and legal content catalog creation, distribution, syndication, and settlement. ImageSpan has four applications that leverage its licensing platform:

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- LicenseStream: Delivers a licensing and billing utility platform to manage the complete media transaction cycle of: rights, permissions, and pricing assignment, license generation and ecommerce management, royalty and billing settlement services for existing and newly-created content.
- CurbStream: Provides a local on-demand advertising content network. ImageSpan has access to more than 7,000 videographers and independent photographers available to shoot and upload raw content on demand for any advertising or video content creation network via a simple-to-use interface. The content is then immediately rights cleared and licensable for use.
- OneStream: Offers on-demand access to millions of rights-managed images.
- License MashUp Tool: Enables content holders to assign rights, permissions and license models for multiple pieces of digital content.

## About ImageSpan

ImageSpan is a Licensing and Revenue Automation platform running as a managed exchange service. The company independently offers a comprehensive suite of applications and tools for use with the licensing of all types of digital media, connecting buyers and sellers to find, buy and legally settle royalty payments in minutes, rather than months. ImageSpan is a trusted solution provider and the exclusive license automation provider to the PLUS Coalition, the global standards organization for the image licensing industries. For more information, please go to [www.ImageSpan.com](http://www.ImageSpan.com) or call 415.259.4529.

## About Visible World

Visible World provides a complete, cross-platform solution for electronically creating, delivering, and monitoring dynamically customized video ads within any media plan. The integrated IntelliSpot(R) solution enables advertisers to edit content on-the-fly, automatically, anywhere and anytime ads run to reflect the time, location, and context in which the ads appear. Visible World, which lists WPP, Comcast and Time Warner as investors, was founded in 2000 by advertising and media veterans and is based in New York, NY. <http://www.visibleworld.com/>

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