

Global Brands, Publishers, and Diverse Organizations Implement Cooliris To Enhance User Engagement and Experiences

Cooliris empowers top news, entertainment, education, and retail sites to deliver an enhanced and unique web experience with rich media content

PALO ALTO, CA – April 21, 2010

News Facts

[Cooliris](#), innovator of the fastest and most stunning way to engage with media on desktops or devices, today announced that major companies across industries, including websites like [CBS's TV.com](#), [Hindustan Times](#), [Skechers](#), [Stanford Technology Ventures Program](#), and [Taylor Swift](#) are deploying the [embeddable Cooliris Wall](#) on their websites to deliver a high-impact, efficient, and entertaining experience with photos, videos, and products.

The embeddable Cooliris Wall provides a completely new visual environment that makes browsing, searching, viewing, and sharing high-quality visual content faster and easier. Cooliris users can scroll easily and intuitively through hundreds of images and videos in seconds and select content to view on the same page with just one click.

With the embeddable Cooliris Wall, publishers typically see a five to six time increase in engagement on their web pages. In the version, released today, we are announcing support for comScore and Google Analytics. Now publishers, advertisers, and media planners can more easily measure the impact Cooliris has on their website.

Adoption of embeddable Cooliris Walls is reaching incredible new heights, growing from an average of 100 new Walls created per day in December 2009 to more than 400 new Walls per day this spring. In addition, more than 45,000 Walls with [Cooliris Express](#) were launched in the last four months alone.

Delivering enhanced brand identity and a fast and effective way to improve a site's appearance, Cooliris gives publishers and website owners a better and memorable experience for their visitors, leading to greater retention and return visits.

In addition to our list of sites leveraging the embeddable wall, included below, here are some early adopters:

[The Hollywood Reporter/THR.com](#)

The Hollywood Reporter (THR.com) is the leading destination and most-widely trusted resource for entertainment news, reviews, videos, and analysis.

"As the premier destination and most-widely trusted source for entertainment news, reviews, videos, and analysis, The Hollywood Reporter is committed to providing unparalleled content to the entire entertainment marketplace," said Alex Boyce, Director of Online, The Hollywood Reporter/THR.com. "When we first viewed Cooliris, we knew the technology would be a perfect fit for our burgeoning online photo projects – particularly in the festival and market space. We are excited for the ease-of-use, photo-

sharing possibilities, style, and breadth of content the 3D Wall will soon provide our readers."

HT Media Limited

HT Media Limited is one of India's largest media companies. Produced by an editorial team known for its quality, innovation, and integrity, Hindustan Times (English) and Hindustan (Hindi), have a combined daily circulation of 2.25 million copies and a readership base of 12.4 million readers to their credit.

"At HindustanTimes.com we continuously look for better and newer ways to showcase content, as well as offer world-class functionality to our users," said Rashmi Chugh, Business Head and Publisher, HindustanTimes.com, Livemint.com, LiveHindustan.com. "The implementation of the Cooliris Wall for our photo content has made for a very interesting enhancement to our product offering. The interactive photo Wall enables users to stay engaged for longer and do more with the content. We are eager to see this partnership develop further."

The Stanford Technology Ventures Program (STVP)

The Stanford Technology Ventures Program (STVP) is the entrepreneurship center at Stanford University's School of Engineering. Hosted by the department of Management Science and Engineering, STVP is dedicated to accelerating high-technology entrepreneurship education and creating scholarly research on technology-based firms that, in turn, provides new insights for students, scholars, and business leaders.

"Dedicated to supporting and encouraging faculty around the world who teach entrepreneurship to future scientists, engineers, and other disciplines, Stanford Technology Ventures Program (STVP) Entrepreneurship Corner is a free online archive of entrepreneurship resources for teaching and learning," said Forrest Glick, Project Director, Stanford Technology Ventures Program. "With more than 1600 videos and podcasts in our archive, we faced a daunting challenge to present our resources in a compelling way. With Cooliris we created a fantastic 3D Wall of these videos within our STVP eCorner homepage that immediately immerses educators with the amazing amount of content available. The impact and response from the Cooliris Wall has been phenomenal, and we look forward to implementing more Cooliris Walls in the near future."

Photo.net

Photo.net is an online community with hundreds of thousands of active members and many more casual viewers visiting daily.

"As we strive to be the best peer-to-peer educational system for photographers, Photo.net assists hundreds of thousands of active members in our online community to become better photographers," said Robb Rosell, General Manager, Photo.net.

"Photo.net is currently deploying an entirely new use of Cooliris that will assist in powering our photo search results. We expect the impact of Cooliris on Photo.net will be inspiring for our community. Cooliris is a beautiful way for any photographer, from novice to professional, to share their work online."

Cooliris Commentary

"Our customers continue to astound us with not only their creative implementations of the embeddable Cooliris Wall, but the vast array of industries and audiences that can

use our technology to improve their web experience,” said Marc Shedroff, EVP of Distribution & Partnerships, Cooliris. “From higher education, to the government, to retail, and to the entertainment industry, companies can further engage their users on new levels with the convenience and impact of Cooliris.”

Supporting Resources

- [Cooliris](#)
- [Cooliris Blog](#)
- [Cooliris Express](#)
- [Embeddable Cooliris Wall](#) (developer documentation)

About Cooliris

Cooliris was founded in January 2006 with a simple mantra: "Think beyond the browser". We focus on creating products that make discovering and enjoying the Web more exciting, efficient, and personal. Each of us is passionate about serving our users without compromise and seeing that our products deliver the best experience possible. Headquartered in Palo Alto, CA, Cooliris is backed by Kleiner Perkins Caufield & Byers, DAG Ventures, the Westly Group, and T-Ventures. For more information, please visit <http://www.cooliris.com/company/>.

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