



PRESS RELEASE

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GoodMood delivers a webcasting solution to HP Bazaar

HP Mobile e-Services Bazaar has chosen GoodMood WIP® as its webcasting platform.

The HP Bazaar uses GoodMood WIP for internal, customer and partner communications. According to **Peter Vesterbacka**, founder and global leader of business enablement at HP Bazaar, GoodMood WIP enhances communication within the HP Bazaar and reduces costs associated with business travel.

"We need to spread information worldwide and do it quickly. We have been using GoodMood WIP in communications with our sales teams around the world and with the entire Bazaar community of 700 partners, as well as in our customer events," says Vesterbacka.

In Vesterbacka's opinion, the objective is to extend the use of GoodMood WIP, allowing partners to participate in different events from their own desk. "The rule of thumb will be that all our events also involve webcasting."

Vesterbacka sees that with GoodMood WIP, the participation in various events will be substantially increased, as there is no need to travel.

The HP Bazaar is a worldwide program, started by HP in 1999, which brings together the different players in the mobile services ecosystem. The partner community is comprised of over 700 companies around the world working on innovative new mobile services and applications.

The solution comes from GoodMood, a company developing network communication applications for interactive streaming media. GoodMood WIP is the only network communication application in the world that combines webcasting, fully browser-based videoconferencing, webconferencing, a publishing portal and versatile administration tools in a single package. The most recent version, 3.1, also supports mobile phones.



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"With the help of GoodMood WIP, it is possible to communicate quickly, more effectively and at lower cost," says **Olli Ilmolahti**, CEO of GoodMood.

Meet us at the IBC Exhibition

GoodMood will be exhibiting as a HP Bazaar Partner at the Hewlett Packard Meeting Place in Hall 3, Stand 3.320 during the IBC Exhibition. GoodMood also has its own stand (number 3.400) in the same Hall. The IBC Exhibition will take place at the Amsterdam RAI from 10 - 14 September 2004.

GoodMood is a webcasting software house specializing in network-based communication solutions for the B-to-B sector. GoodMood has been a pioneer of interactive streaming media since 1997. The company's GoodMood WIP® 3.1 is the world's most advanced network communication application utilizing streaming media. GoodMood's global *Webcasting Service Partner (WSP)* network implements high-quality webcasting to customers in different parts of the world as a turnkey service. GoodMood also creates content productions for network communication. The company has over 60 employees in its offices in Finland, Helsinki and Turku, and sales offices in London and Freiburg.

GoodMood WIP® is a leading network communication application for real-time and recorded presentations. It enables efficient use of streaming media as a part of communication solutions for companies, educational institutions and public administration. GoodMood WIP® combines webcasting, fully browser-based videoconferencing, webconferencing, a publishing portal and versatile administration tools in one single interface. This is a world exclusive communication suite. GoodMood WIP® enhances organizations' business operations and reduces communication-related expenses.

Additional information from:

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