



10 September, 2004

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GoodMood WIP 3.2 introduces web TV as a part of corporate communication

In addition to webcasting and videoconferencing, the most recent version of the GoodMood WIP network communication solution offers companies the opportunity to establish their own "TV channel" on the network, easily and cost-efficiently.

GoodMood, a webcasting software company that specializes in network-based communication solutions for corporations, educational institutions and public administration, launched the most recent version of its network communication application at the IBC (International Broadcasting Convention) in Amsterdam on Friday. GoodMood WIP 3.2 will be introduced to the market at the beginning of October.

"As a new feature, GoodMood WIP 3.2 now also offers a web TV, which enables a browser-based TV channel, either intra-corporate or directed at stakeholder groups. Our major customers have expressed their desire for this feature. Now we can offer them an easy-to-use application for running a TV channel as well," explains **Jussi Karttila**, Manager of GoodMood WIP Product Management.

Companies can use the web TV to create a play list of video clips from many different sources. This list will then be webcast over the network as if it were a TV channel. Intranet television channels are widely used, for example, in shops, hotels and conferences.

GoodMood WIP 3.2 is the world's only solution combining web TV, webcasting, otherwise known as network broadcasting, fully software-based videoconferencing, a publishing portal and versatile tools under a single user interface.

"We can now offer a genuinely comprehensive communication solution. All the solutions that companies and communities need for interactive streaming media are now available through one, single user interface," says Karttila.

GoodMood WIP 3.2 also contains numerous features that improve usability, and it offers the user a wider range of choice when creating presentations.

For example, in the future the application will also support Finnish and German in addition to the English language. This means that the user interface will be available in English, Finnish and German, and the user may select the language separately for each presentation. This is very important for Finnish companies



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operating in the domestic market and the public administration as well as for the rapidly growing group of users in German-speaking Europe.

Other features that increase ease of use include an advanced search engine for application management and the opportunity to send presentation-specific feedback to an e-mail address. The newest version of GoodMood WIP also allows the application administration to create complete profiles, according to which incoming streaming media and sound from a camera is, for example, converted into a form that can be relayed over data networks, either in real-time or via recorded webcasting.

"The webcasting presentation administrator need not worry about how to encode or convert the streaming media into a form that can be webcast over data networks. The application administrator easily defines encoding profiles beforehand. Ease of use is still the operative word here. If you can surf the Net, you can use our software," states Karttila.

GoodMood is a webcasting software house and production company that specializes in network-based communication solutions. GoodMood has been a pioneer of interactive streaming media since 1997. The company's GoodMood WIP® 3.2 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 production for network communication. The company has over 60 employees in its offices in 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, web TV, 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.

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