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**Pressrelease**

## **GoodMood technology a winner at IVCA Biz-Net Awards 2004**

GoodMood WIP, the webcasting package pioneered by GoodMood, a world leader in digital video and Internet broadcasting, has won the prestigious Innovation Award at the IVCA Biz-Nets 2004 ceremony held 8<sup>th</sup> December in London.

The Award was accepted by GoodMood's Chief Executive Officer, Olli Ilmolahti who said: "We are delighted that GoodMood WIP's innovative contribution to stakeholder communications has been recognized in this way. And with clients such as Hewlett Packard and Fujitsu-Siemens already using it on a day-to-day basis we are obviously on the right track. In the UK we have developed a strategic partnership with leading online communications company, twofourtv, and together I believe we provide the most sophisticated webcasting service on offer anywhere."

Charles Wace, twofourtv's CEO commenting on the award said: "This is timely recognition for a technology which is revolutionising the way businesses communicate, We have teamed up with GoodMood because GoodMood WIP offers by far the best solution for broadcasting on company intranets. GoodMood WIP is a fantastically easy-to-use global platform for communication."

Paul Tarplee, twofourtv's Chief Technology Officer added: "The great thing about the GoodMood WIP technology is that it allows organizations to take control of their own webcasts. In my opinion no other product does this so effectively. Its centralized architecture means anyone can create content or view a webcast through their web browser. And what makes it unique is its scalability - from webcasting regular briefings to setting up video-conferencing from desktops - it gives companies complete control over the publishing process, security and reporting tools."

The IVCA Biz-Net Awards are the UK's Premier Internet Business Communication Awards.  
[www.ivca.org](http://www.ivca.org)

For more information please contact:

GoodMood: Jan Pawli, tel: +358 (0)20 1200 100 [www.goodmood.fi](http://www.goodmood.fi)

twofourtv: Amanda Wood, tel: 01752 334700 [www.twofourtv.com](http://www.twofourtv.com)

**GoodMood** was founded in 1997 to research business opportunities around digital moving images within network environments. Today, the company is a leading webcasting technology solution provider offering software products and complementary services. GoodMood's vision is to be the leading software provider and our clients' first choice for all communication needs utilizing streaming media. The target is to leave our footprint in the history of streaming media. GoodMood has its headquarters in Helsinki, Finland, with research and development facilities and its production studio located in Turku, Finland. The company is owned by GoodMood management, with 3i Group plc as a minor owner.

**twofourtv** is at the forefront of producing and delivering business communications - from broadcasting internal communications across intranets and extranets through to sponsored and corporate TV, streaming video on websites to promoting products and services on CDROMS, DVDs and USB sticks, delivering online training solutions and webcasting annual results. As part of the Twofour Group, a leading broadcast TV production company, twofourtv provides an end-to-end service - from concept through to scripting, video production, encoding and delivery within an enhanced technological infrastructure. twofourtv's current clients include Audi UK, Cadbury Schweppes, Scottish Widows, Nationwide and the DTI.