



Serious video compression



Event On A Disc: Hybrid DVD And Web Media Solution

SANTA CRUZ, CA (FEBRUARY 25, 2000) -- With the nearly simultaneous explosion of both DVD and the Web, the convergence of all forms of media is nearing completion.



Part of this convergence is the capability to create DVD titles and to link them to the Web, either through a computer or television. That is the principle behind IMMERSION New Media, Inc.'s "Event on a Disc". Event on a Disc is a hybrid Web-enabled DVD video that combines the rich media content of DVD with the immediacy and transactive nature of the Web.

Event on a Disc is a powerful new tool for advertisers and content producers. Event on a Disc technology marks the beginning of a new channel capable of driving traffic above existing portals and gatekeepers to targeted Web sites. In addition, it allows users to gain and record valuable insights on consumer interests.

Event on a Disc users experience synchronized Web and DVD Video content in an integrated playback environment that does not rely on the availability of broadband but is intelligent enough to leverage it when available. For many content producers who have been unable to make a noticeable impact in the Internet's crowded marketplace, Event on a Disc truly represents a broadcast in a box.

"Think about it! A Web-enabled DVD ROM of music video with web connections to MP-3s, merchandising, and other artists on the same labels...ad infinitum! This is gonna rock!" said **Joseph Matheny**, CEO of IMMERSION New Media and chief architect of Event on a Disc.

In addition to developing Event on a Disc, IMMERSION New Media, Inc. owns a network of destination WebDVD sites. These sites utilize a proprietary server technology to allow exchange of information between the fixed media disc and the Web. This proprietary technology can easily incorporate a content provider's branding efforts by fitting to the site's existing look and feel. Also, IMMERSION owns its own network, allowing for the processing of demographic, usage, and frequency statistics to be compiled on the usage and viewing of web and video content.

Event on a Disc can be distributed on DVD, DVD ROM, CDROM, Audio CD, DVD Audio, Hybrid media, or cybercast. For more information about Event on a Disc, visit www.immersion-media.com.

iMMERSION New Media, Inc. was founded in 1999 in San Jose, CA. The company specializes in independent media releases on DVD, WebDVD, DVD ROM, Web, CD ROM, and any other formats currently being developed. iMMERSION New Media Inc. is located at 131 Younger Way, Santa Cruz, CA 95060.

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