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Press Release

Release of SnapKast – Video Podcast Publishing Software!

Create effective audio/visual presentations with slides, text, graphics, voice, and annotations and deliver MP3 and MPEG-4 files or podcasts to PCs, Macs, iPods, Zune, PSP.

Podcast Your PowerPoint Today



Academic



Business



Personal

Piscataway, NJ March 2007: We are introducing **SnapKast** at Rutgers University. The SnapKast desktop software solution provides fast, easy MP3 audio and MPEG-4 video content creation and delivery. SnapKast transforms your PC, Tablet, laptop or intelligent whiteboard into an inexpensive, yet powerful recording and publishing platform for lectures, presentations, digital greetings and communications! The drop-and-drop technology allows you to simply open a PowerPoint file and start a recording session with your slide, voice, and annotations. Click and deliver your audio and visual session, presentation, event or communication to the web as a podcast. Your MP3 and MPEG-4 SnapKast albums can be shared for playback on digital devices like iPods, Zune, PSP, cell phones. Visit www.snapkast.com for more information, samples, and to download a free demo version.

The Easiest Microsoft Platform Audio/Video Podcast Creation Development Tool

Sessions are shared online, delivered via RSS podcasts, and played back on any computer or podcatching device, e.g. iPods, Zune. The ultimate podcasting creation tools for Microsoft Windows and PowerPoint. Works on any PC, ideal for tablet PCs, and intelligent whiteboards. For use in business, academia, and anyone who wants to collaborate with web communities via video and audio files and podcasts.

John A. Colapret, Ph.D. Director, Lakeway Training Institute in Austin, Texas reports "We had invested hundreds of man-hours in developing our Continuing Education Courses. Since we had used PowerPoint for all this work, we were in danger of having to re-do all the work. SnapKast solved our dilemma with a streamlined package that had us podcasting within the hour. Much to our relief, the software is easily taught and easily learned." The

Lakeland Institute seeks to provide excellence in training, education and consultation solutions.

Says Maureen Refolo of Westfield NJ, "Our wrestling team dinner required a narrated and recorded photo album slide show presentation. SnapKast made it easy! We loaded the digital photos into PowerPoint, added charts and statistics for our grade school wrestling team, and created a narrated presentation! It was really easy with no learning curve; just click and go! Now the session is available as a podcast and the dinner presentation was a fantastic success. The young kids in the program really enjoy seeing their pictures and stats on their video iPods and PSPs. Afterwards, my 8 year old created a get well soon video for his grandmother since he was not allowed in the hospital to visit her: grandma loved it!"

Professor Michael Littman of Rutgers University commented that "Although the students didn't appreciate the benefits of the podcasts at first, the day we had a lecture in the middle of a snowstorm was a turning point. Many students were not able to make it to class and ended up viewing the podcast instead. It made a big difference! To be honest, I haven't got any concrete data showing a benefit. But, at this stage, I just think it's cool and the right thing to do. I'm convinced it's the wave of the future and the time to get used to it is now."

SnapKast was designed by a core team of educators originally from the Rutgers University Laboratory for Computer Science Research. The goal was to produce a software solution to make it easy to create effective communications with anywhere, anyplace electronic publications. SnapKast empowers users to exploit sharing audio, visual sessions to any device connected to the web. We make it easy to record and deliver podcasts. We make it easy to create a lecture, record a presentation, meetings, personal messages, deliver a narrated photo show, and other creative forms of digital communications. Produce your podcast in a SNAP!!

SnapKast comes to you from the makers of [Lecture123](#), a leading ePublishing solutions provider enabling effective, interactive audio visual web based presentations with ubiquitous delivery to any device. Users benefit from the unique blend of an asynchronous, yet collaborative experience which scales well for large deployment. Content access is simple, dynamic, shared, and searchable. Measured outcomes have been outstanding.

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