

VideoBanner.com

Rich Media Advertising Instantly Easily Everywhere

Who Are We?

VideoBanner.com, based in Los Angeles California, provides a full range of products and services for rich media advertising. Utilizing patent-pending technology, VideoBanner™ can instantly deliver streaming audio and video through banner ads and e-mails to 95% of desktops around the world. No plug-ins are ever required.



Product Information: QuickMediaMail™

- Audio & Video Rich e-mails
- No plug-ins ever required!
- Streaming Video within e-mails to more than 200 million Desktops instantly
- “Send to a Friend” capability for viral marketing benefits
- Streaming video to every major e-mail user including Outlook2000, OutlookExpress, Netscape Mail, Eudora, Hotmail, Yahoo! Mail and many others.
- Instant “Auto-detect” Bandwidth capabilities from 28.8kbps to Broadband
- Patent pending Micro-thin Video Player - only 8.8Kb
- Support for Rich Media Banner ads as well

Product Information

Do you have Questions?

We have Answers! See the enclosed Q & A to learn more about VideoBanner's Rich Media e-mail services.

Q: What makes QuickMediaMail™ by VideoBanner so unique?

A: QuickMediaMail™ delivers streaming audio and streaming video to virtually every e-mail box in the world instantly and without plug-ins! Video advertisements and commercials can be delivered within HTML e-mails to more than 95% of the desktops around the world instantly and easily.

Q: Which e-mail clients are supported by QuickMediaMail™?

A: QuickMediaMail™ delivers streaming audio and video to every major e-mail client including Outlook2000, OutlookExpress, Eudora, Netscape Mail, Hotmail, Yahoo! Mail and many others. In every case, video is streamed directly as part of an HTML e-mail. No plug-ins are ever required.

Q: How does QuickMediaMail™ handle AOL users?

A: *QuickMediaMail™ uses an innovative approach to ensure that even AOL users will be able to see audio and video ads.*

Q: Does VideoBanner™ offer complete Rich Media Services?

A: Yes! We handle everything. This includes all encoding, authoring, hosting, delivering and tracking of all Rich Media content. All you need to do is deliver an HTML email and a videotape. We handle the rest! If you would like, we can even design your HTML e-mail.

Q: Is QuickMediaMail™ compatible with third party e-mail marketing providers?

A: Yes. QuickMediaMail™ integrates seamlessly with the programs used by most major e-mail marketing companies.

Audio & Video Delivered Instantly To Every email Client

N *f* *M* *i* *Eudora*
AOL **Yahoo!** **Mail**
HotMail **OutlookExpress**
Outlook2k
and many others

Q: Can QuickMediaMail™ determine end-user bandwidth?

A: Yes! QuickMediaMail™ can instantly measure an end-users bandwidth, sending a unique video stream to each user from 28.8kbps up to broadband.

Q: How large is the QuickMediaMail™ Player?

A: QuickMediaMail™ is only 8.8Kb! Based on patent-pending technology, this micro-thin size enables QuickMediaMail™ to load instantly allowing for the most effective end-user experience.

Q: Does the audio and video start playing automatically or does someone have to click the “Play” button?

A: This is your choice. Audio or video can be either “auto-start” or “click to play.”

Q: Does QuickMediaMail™ support “Send to a Friend” functionality?

A: Yes! QuickMediaMail™ supports viral marketing of your advertising campaign with easy to use “Send to a Friend” functionality. Anyone receiving a QuickMediaMail™ can then re-send QuickMediaMail™ to as many friends or family members as they would like, adding a self-perpetuating component to any Rich Media video e-mail campaign.

Product Information

Q: How do I go about running Media Rich e-mails using QuickMediaMail™?

A: Call our sales office at 310-207-5655. The process is very simple. Just send us an HTML e-mail and a videotape of any format. We'll handle the rest. For detailed info, see the following:

- 1 Deliver to us an audio or videotape. We accept any format - VHS, S-VHS, Beta-SP, ¾ Inch, DAT or whatever format your prefer.
- 2 Send your HTML mail to us at banner@videobanner.com.
- 3 For either the HTML you send us, be sure to leave an empty "window" where you want the video to appear. We suggest leaving a "window" between 60x80 up to 160x120 Pixels.
- 4 We do the rest! Its that simple.

Q: How long can the audio and video clips be? 30 seconds? One Minute? Several Minutes?

A: QuickMediaMail™ can stream clips of any length. However, particularly long video clips may be priced at a higher cost. Please call 310-207-5655 for details.

Q: What sort of tracking information do you provide?

A: We track the number of players delivered, the number of people who hit "Play" and the number of click-throughs. Additional tracking information can be provided upon request.

For additional information please feel free to call us at 310-207-5655 or e-mail us at info@videobanner.com

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