



## **For Immediate Release**

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## **GoTV Networks Launches *LiveFromYou*™ Personal Media Application for Mobile Phones and Social Networks**

### *LiveFromYou*™ Widget Application Launches for Facebook and MySpace

**Los Angeles, CA March 31<sup>st</sup>, 2009** – GoTV Networks, Inc., the industry's largest mobile media network, today announced the launch of *LiveFromYou*, a new personal media application for mobile phones and social networks.

*LiveFromYou* is a mobile and web product that enables users to share the stories of their lives in pictures, videos and words with friends and family on their social network page. *LiveFromYou* automatically organizes pictures, videos, and other media for easy and instant sharing via an application widget loaded onto a user's Facebook or MySpace page.

*LiveFromYou* curates and organizes media, whether it is currently present on the user's social network page or ready to upload from a collection stored on a desktop PC, digital camera or mobile phone. Media is automatically presented in chronological order, either individually or grouped in user-defined albums on the innovative *LiveFromYou* timeline. When geo-code data is present, the media items or albums are also viewable on a map.

*LiveFromYou* is now available for Facebook® and MySpace®. In one easy process users can load the application to their personal page. The *LiveFromYou* application widget automatically imports the media from a user's social network profile.

Designated friends and family can view life experiences in pictures, videos, text and audio as they occur. *LiveFromYou* provides security and privacy by only allowing media viewing by the designated individuals who have been given access to a user's social network information.

### **Mobile Phone Application**

The *LiveFromYou* download application for select smart phones captures pictures, videos (depending on handset capability), audio, voice-notes and text for immediate upload to the *LiveFromYou* application widget present on the user's social network page. The full-feature

downloadable LiveFromYou application is currently available for Apple's 3G iPhone. On May 1st, 2009, availability will be expanded to select Windows Mobile phones and the T-Mobile G1 - powered by Google's Android platform. In addition, on May 1st, 2009 "feature phones" from Verizon (including Alltel) and AT&T will be able to upload images, audio, text or video via MMS directly to the LiveFromYou widget on Facebook or MySpace. MMS capability will be available for Sprint and T-Mobile feature phone users in concert with carrier MMS functionality.

### **Social Network Application Widget**

*LiveFromYou* is currently free on Facebook and MySpace. The application widget allows users to share media uploaded from a mobile phone or personal collection. Real-time social network news feed information alerts friends of *LiveFromYou* activity within Facebook and MySpace so they can immediately view the user's life experiences.

"*LiveFromYou* serves as a new way to share your life with others. *LiveFromYou* was built specifically for a global market of consumers who use social networks as a communication tool, and increasingly use their mobile phones to control and contribute to their social network activity." said Thomas Ellsworth, CEO of GoTV Networks. "GoTV built *LiveFromYou* to enhance social network experiences and easily allow mobile phones to create and share life experiences while people are on the go."

The business model for *LiveFromYou* includes advertising support and a future micropayment subscription platform based on feature sets and media storage. The advertising platform will initially establish a marketplace of targeted promotional offers for theatrical movie showings and DVD releases from within the *LiveFromYou* application widget. These offers will expand to music and books. To enable and support this marketplace, GoTV built a robust personalization engine that enables advertisers to reach consumers thru targeted demographics and psychographic profiling.

### **Key Features:**

**Multimedia Sharing:** *LiveFromYou* enables consumers to capture and immediately share their life in pictures, video, audio and text with their world via their social network page.

**Easy Access:** *LiveFromYou* can be accessed from mobile phones, social network applications or directly from the Web at [www.livefromyou.com](http://www.livefromyou.com)

**Instant Media Uploads:** The *LiveFromYou* mobile application lets users upload pictures, videos, audio and text directly and instantly from their your mobile phone.

**Timeline:** *LiveFromYou* displays user media chronologically on an application widget loaded on a social network page. Memories of people, trips and events can are shared with friends and family in the order they happened.

**Map / GeoTracking:** The *LiveFromYou* application widget features a sophisticated mapping & geo-tracking ability to show where your pictures, videos, audio or text was captured. If media was not automatically geo-coded by a mobile phone or other device, the *LiveFromYou* user management page allows simple and quick geo-coding of media. Memories come to life where happened.

**Security:** *LiveFromYou* is consumer friendly and compliant with existing Facebook and MySpace privacy policies. Users control and own their content, sharing it only with designated

friends through their social network page.

### **About LiveFromYou**

*LiveFromYou* is a mobile and web product that enables users to share the stories of their lives in pictures, videos and words with friends and family on their social network page. *LiveFromYou* organizes media, whether it is currently present on a social network page or ready to upload from its current location on a desktop PC, digital camera or mobile phone. Media is presented in chronological order on the innovative LiveFromYou timeline or, when geo-code data is present, on a world map. For more Information please visit: [www.livefromyou.com](http://www.livefromyou.com)

### **About GoTV Networks**

GoTV Networks ([www.gotvnetworks.com](http://www.gotvnetworks.com)) is the premier mobile media network and mobile media services provider in the United States. GoTV's studio (GoTV Productions) produces original and syndicated partner programming through the company's mobile and broadband technologies to the widest distribution network in the US. GoTV's content is accessible to mobile users in streaming and on-demand formats on a broad range of wireless devices through the Apple iPhone Application Store, AT&T, Boost Mobile, the Google Android Market, Sprint (including Nextel), T-Mobile, Verizon Wireless (including Alltel) and Virgin Mobile. Online access is available from multiple video websites and portals. The company is headquartered in Sherman Oaks, California with regional offices in Seattle, Kansas City and Atlanta.

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