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## **Dragonfly To Showcase HD Quality Internet Videosite Technology at Digital Velocity Show**

*Companies can publish, track, monetize and analyze video on their Web sites using Dragonfly's turnkey, low-cost Movie Maker platform*

**NEW YORK – March 4, 2008** – Dragonfly®, an Internet videosite network provider, announced it will be showcasing its Movie Maker® technology today at American Business Media's annual Digital Velocity show, held March 4-5, at the Hilton New York in New York City. The show attracts all levels of company leadership that want to fully capitalize on the digital opportunity.

Dragonfly founder and CEO, Guy Nouri, will be part of an interactive roundtable discussion on how to better utilize the Internet and high-quality videos to engage audiences. The roundtable is being held on Wednesday, March 5, from 12:25 p.m. – 1:45 p.m. as part of the luncheon speaker program.

Dragonfly Movie Maker gives companies superior control, tools, management and analytical capabilities to deal with the technical complexities associated with moving large media libraries onto the Internet.

Dragonfly Movie Maker Technology Feature Highlights:

- Easy player configurability
- Archived content is easily delivered to new audiences
- Highly flexible profiles are easily configured
- Full spectrum HD quality video
- Drag and drop user definable content
- Easily supported channels
- Comprehensive reporting and analytics

### **About American Business Media and the Digital Velocity Show**

Founded in 1906, American Business Media is the association of business information providers, delivering business intelligence to industry, Madison Avenue, Wall Street and the Beltway. Its 300-plus member companies reach an audience of more than 100 million professionals and represent nearly 5,000 print and online titles and 1,000 trade shows and well over \$20 billion in annual revenues. The Digital Velocity Show demystifies the high-level strategies needed to win

and deliver the tangible, proven methods that ABM association members can utilize in today's fast-paced environment.

### **About Dragonfly**

Dragonfly is an Internet videosite network provider that enables businesses to build new revenue and retention programs around full-spectrum streaming HD quality video with advanced analytics. Dragonfly is vastly improving the way online video is compressed, delivered and measured, enabling mid-sized companies to deliver high-quality video at budget-friendly prices. With Dragonfly's comprehensive offerings, companies can deliver and customize high-quality, full-screen, full-length video with no delays or interruptions. The company's advanced analytics measure advertising streams in 10-second increments. Dragonfly customers include such companies as American Business Media, Nielsen, Hilton Hotels, Nespresso (Nestle Group), Fendi North America (LVMH), Star Trek New Voyages and The Wall Street Reporter. Visit [www.dragonfly.com](http://www.dragonfly.com) for more information.

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