

## Press Release

Iviewit - Launches Corporate Twitter Feed.

Armonk, N.Y. May 7, 2014/PRNewswire-FirstCall/ -- Iviewit, the proprietors of the enabling technologies for the ecosystem of Connected TV, launches a corporate Twitter feed at @iviewitHoldings.

As is well known, Twitter is an online social networking and microblogging service that enables users to send and read short 140-character text messages, called "tweets". Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device app.

P. Stephen Lamont, Chairman and CEO states "consistent with our corporate LinkedIn page at [https://www.linkedin.com/company/iviewit-holdings-inc-?trk=cp\\_followed\\_name\\_iviewit-holdings-inc](https://www.linkedin.com/company/iviewit-holdings-inc-?trk=cp_followed_name_iviewit-holdings-inc) we will begin "tweeting" with a general description of what we do, then delve beneath the surface to describe step by step how we do it and why Iviewit is the enabling technology for the ecosystem of Connected TV. Intermixed with this content will be relevant industry news as it happens."

Remarked Chairman & Chief Executive Officer, P. Stephen Lamont, "we welcome followers of all shapes and sizes, to watch as the developments unfold to create the Iviewit standard from production tools to pre-processing techniques to compression solutions (proprietary at this point) to video processing by digital zoom and pan and deinterlacing (proprietary) to the future delivery system of choice, streaming video."

Lamont closed by stating "We value originality and innovation and pour our lives into making the best products on earth. And we do this to delight our customers. I am very proud of the support that our world class team have supplied. Starting as of today, now on Twitter, values will win and I hope the whole world listens"