

Qlipso to Bring Social Media Viewing to "Dorm Life" "Dorm Life" Celebrities to Interact With Fans Live on February 4; Free Collector DVD Give-Away

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LOS ANGELES, CA -- (Marketwire) -- 02/02/10 -- Qlipso, a revolutionary synchronized media sharing environment, announced its first partnership with Attention Span Media, producers of "Dorm Life," the top original show on Hulu.

A portable browser-based application, Qlipso integrates easily into partner websites to work with any existing Flash-based media anywhere on the web. Users can express themselves with 3D photo-realistic avatars, webcams, or Facebook thumbnails along with voice and text chat to interact with their friends live and synchronously while sharing videos, games, music or photo slideshows.

For a concept video, please click here : www.youtube.com/watch?v=R706ASf1tE8 .

"It's been a great week for Qlipso," said Jon Goldman, Co-founder, Chairman and CEO of Qlipso. "We were just selected as a Showcase Company at Twiistup in Southern California, and now, our first partner integration with Attention Span will let 'Dorm Life' fans socialize with each other online in a natural, mainstream way."

"Dorm Life" fans will be able to share content with each other right in the browser on "Dorm Life's" site. On Thursday, February 4 between 1 pm and 2:30 pm pacific time, "Dorm Life" celebrities will join fans live in Qlipso. Click here : www.dorm-life.com/semester2/watch.php?aql=true&joinExistingR... to join in the fun.

For fans who want to take their media sharing experience all over the web, there is an "optional" "Dorm Life"-skinned Qlipso client application as well. For every 100 sign-ups of the client application, "Dorm Life" will give away a free DVD of some of their best episodes.

"Our fans are naturally social," says Josh McHugh, President of Attention Span Media. "We're always looking for more and better ways to make their lives fun. With Qlipso social viewing, we're now giving them a great way to hang out together to enjoy 'Dorm Life' plus all kinds of other great content on the web."

Qlipso does not limit users to videos. Users can share any Flash-based media, including games, music and photo slideshows. Qlipso incorporates Facebook Connect, so that users can hang out with the friends they already like without needing to create yet another profile.

About Qlipso

Inspired by the synchronized flashing of the Malaysian firefly, pronounced "Q'lip-q'lip," Qlipso is the first completely portable web-based experience that allows users to share any type of Flash-based media live and synchronized with their friends. Like the fireflies, Qlipso enables users to sync-up their friends and flashing screens anywhere, anytime.

Personalization options include avatar creation and web-cam support thereby enabling users to interact with each other while viewing the media simultaneously. As a business, Qlipso partners with web sites to allow their audience to invite friends to the partner's content as well as to open up new revenue streams, like virtual item sales. For more information, visit www.qlipso.com :

Qlipso is backed by Jerusalem Venture Partners (JVP) -- www.jpvc.com : www.jpvc.com . JVP is one of the leading venture capital funds in Israel. The fund operates from Jerusalem and manages over \$780 million. JVP focuses on building market leaders in the fields of digital media technology, including gaming and virtual worlds, mobile media, software and hardware applications and Internet advertising. With leading industry venture partners and consultants in New York, Los Angeles and Europe and an international network of strategic partners, JVP leverages its unique market expertise, its dedicated management team and substantial capital base to build companies with the potential of shaping the global markets.

About Attention Span Media

Attention Span Media is a social media studio. We build and cultivate audiences around original and branded entertainment. We work with content owners and creators to craft social distribution strategies for their properties, bringing together the optimal set of tools and platforms to reach and engage each property's ideal audience. Once launched, Attention Span properties come to life as characters and viewers interact around the core video pieces, giving rise to unprecedented levels of engagement -- and rich audience data for our advertising partners. For more information, visit www.attentionspan.tv :

Contact:
Tania Amar
Email Contact : www2.marketwire.com/mw/emailprcncct?id=B5E112856A111763