

## Start-Up launches new, competitive platform

A new player in online platform technology, voped, has developed and launched the first of its embeddable video applications, the voped Embeddable Video Platform (EVP). The voped Embeddable Video Platform brings enhanced functionality to news, corporate, nonprofit, and other web publishers and facilitates easy uploading and organization of video content such as user-generated video, citizen reporting, newsroom videos, customer videos, etc.

voped's Embeddable Video Platform (EVP) technology aims to provide voped customers affordability for all sizes of online publishers, a high degree of functionality that raises the profile of video on websites, and customer options to help monetize video content.

The voped EVP can be used with any website at an affordable cost and can be customized to produce a platform that suits specific online needs. voped also plans to roll out additional features and services in the near future and will continue to build on valued partnerships with premier online publishers and websites.

In addition to voped's new product and services launch, voped announced a major online agreement with a leader in the digital marketing industry, SimpleSeason, which hosts micro-sites for celebrity powerhouses like The Doors, Mike Tyson, Janis Joplin, and many others. SimpleSeason and voped recently re-launched the official Mike Tyson website.

[www.voped.com/videoplatform.htm](http://www.voped.com/videoplatform.htm)

