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SightSpeed Light Now Available on hi5

SightSpeed Brings its Easy-to-Use, No-Download Video Conversation Widget to One of World's Largest Social Networks

BERKELEY, Calif.—June 20, 2008—[SightSpeed Inc.](#), the leading provider of Internet video communications, is expanding the availability of SightSpeed Light, the easy-to-use, no-download version of its video application, to hi5, one of the world's largest social networks.

SightSpeed is now the first company to offer threaded video posts and free video chat between members of hi5. The SightSpeed Light widget works on any computer (PC or Mac) through any standards-based Web browser (e.g., Internet Explorer, Firefox, Safari), with no downloads or installation required.

In April, SightSpeed announced the first [availability of SightSpeed Light](#), initially for MySpace users. Today's announcement expands that availability to hi5, the no. 1 social network in 25 countries across Latin America, Europe, Asia and Africa.

SightSpeed Light makes video conversations with friends livelier, whether they're real-time face-to-face chats or threaded posts created by friends recording and posting video messages.

SightSpeed Light captures and creates video messages as posts, creating extended video conversations that are face-to-face, but not necessarily in real time. These threaded conversations start with someone creating and posting a SightSpeed video of him- or herself about any topic. From there, anyone in that person's hi5 friends group can respond and add his or her thoughts. SightSpeed Light organizes the thread automatically, thus creating a video conversation, all without leaving hi5.

“With the latest version of our widget, SightSpeed is now able to connect with hi5’s over 80 million registered members in more than 200 countries, providing them with unique communications functionality that wasn’t available previously,” said Eric Quanstrom, SightSpeed’s VP, Marketing.

“The majority of hi5’s membership—primarily people in their teens and twenties—grew up texting. Now with SightSpeed Light, they’ll be able to use video just as easily to communicate.”

SightSpeed Light also lets those video conversations happen spontaneously. Because hi5 users can see who among their friends is also online, they can use SightSpeed Light to call them immediately, without download, installation, setup—or cost. These calls are all free of charge to users.

When hi5 members add SightSpeed Light to their profiles, they can notify all their friends. Once their friends have added SightSpeed Light (by clicking “Add this App” from their hi5 profile), they can immediately see when their friends are online to call, video mail or post.

SightSpeed Light works best with a Web camera to provide the full effect of video chatting, conversations and messaging, although audio-only chats and voice mails are possible.

hi5 members can access SightSpeed Light from the hi5 Application Gallery (within the “Messaging” category), or by clicking here (after logging on to the service):
<http://237425530.hi5.com/friend/apps/displayAppCanvas.do?appId=16253>



About SightSpeed

SightSpeed Inc. is the award-winning provider of Internet video communications for both the consumer and business user, offering the broadest portfolio of industry-leading Internet video communications services. These include, [SightSpeed Free](#), [SightSpeed PLUS](#) and [SightSpeed Light](#) (for social networks), the most widely praised consumer-focused video chat services, which turn a PC or Mac into an easy-to-use video phone to communicate with friends and family around the world. In addition, [SightSpeed Business](#) is the world's first high-quality, cost-effective and hardware-free videoconferencing service for all businesses, including SMBs.

SightSpeed's services are SIP-based and standards-compliant. The company's revolutionary human perception-based technology is patented and based on more than ten years of R&D originating at Cornell University. Among the many [awards](#) SightSpeed has received are Frost & Sullivan's "Company of the Year" award, *PC Magazine's* "Editors' Choice," *PC World's* "100 Best Products," and a 2008 "Codie" from the Software & Information Industry Association.

Founded in 2001 and based in Berkeley, Calif., SightSpeed is a privately held company funded by The Roda Group, best known for launching Ask Jeeves and PolyServe. For more information visit [SightSpeed](#) online.

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