

Quinary video platform enhances news portal from Monrif publishing group

Barcelona, Spain – February 11, 2008 -- Today at the Mobile World Congress '08, Quinary spa announced that its Videofy platform has been selected by Monrif.net – the web arm of Italian publishing group Monrif – to generate multiple daily dynamic slideshows for its Quotidiano.net news portal homepage.

The Videofy platform is a software engine for dynamic generation and processing of mobile and web video from local and remote sources; it can mix multiple content types (text, audio, html, and video) and apply video effects and animations based on XML templates in real time to the output.

The Videofy platform for Quotidiano.net runs in a hosted environment managed by Quinary. During regular work hours, it constantly polls Quotidiano.net editorial system to check for updated news and image feeds. When the editorial board makes a new feed available, the video engine automatically creates a slideshow – based on a Videofy XML template – that displays the running news flow. Each image has corresponding synchronized scrolling text and smooth transition effects are applied from one image to the next.

The slide show is packaged as a small footprint Flash video and the editorial system is notified immediately of its availability. The slide show is published on the homepage of Quotidiano.net site.

This simple yet effective architecture has been deployed instantly and without any technical issue. It can also be easily extended to support different publishing needs, such as the ability to send a daily slide show to mobile subscribers via MMS delivery, or to publish customized slide shows based on user preferences.

About Quinary

Quinary develops and markets its own video platform and services under the Videofy brand. Videofy provides the enabling technology and services to publish information-rich, dynamic, interactive video services to the web and to mobile channels. Based in Milan, Italy, Quinary is an integrator and application development company with a strong focus on multimodal applications and mobile VAS development for different industry sectors, including fixed and mobile telecommunications, media, and utilities. For more information, visit www.quinary.com.

About Monrif.net

Monrif.net is the web publishing arms of Monrif group, one of the largest newspaper publishers in Italy. Quotidiano.net is a news portal that aggregates over 35 local news portals and has 1.3 million unique visitors per month.

For more information, visit www.monrif.net

Quinary Media Contact

www.quinary.com

T +39 0230901500

videofy@quinary.com