

TechConnect and Arti-Media Join Forces to Monetize Online Video Content for Publishers in Benelux
New Technology Improves Ad Effectiveness AND the User Experience

SITTARD, THE NETHERLANDS, January 7, 2009 – TechConnect, a European company focused on Internet advertising, gaming and technology reporting, and Arti-Media, a global leader in value-added monetization services for online video, today announced that they have entered into a strategic partnership to offer new advertising solutions to online video content publishers in Belgium, The Netherlands and Luxemburg (Benelux).

The two companies will offer a platform of monetization services that enable online video publishers to profit from new, non-intrusive sources of ad revenue. Using new video content analysis (VCA) technology, the combined solution allows publishers to find untapped virtual "real estate" in video assets. The platform then uses this information to automatically place relevant ads (based on standard IAB banners) within video through a method that preserves the user experience and optimizes advertising effectiveness.

"Arti-Media offers a unique technology that is able to increase effectiveness of advertising in ways that we haven't seen before," said Michiel Beenen, Chief Executive Officer at TechConnect. "By working together, Arti-Media and TechConnect are able to utilize this advanced technology to provide a complete, end-to-end value-added service to effectively monetize online video content for web publishers in Europe."

TechConnect, through its BannerConnect division, fields an online advertising network that offers industry-leading contact and communication standards. The company specializes in the online display ad market with its quality and unique blended marketing solutions. TechConnect offers full transparency to its partners and several in-depth targeting options like demographic and behavioral targeting.

"We are very pleased to be working with industry leaders like TechConnect, one of the "preeminent advertising sales organization in Europe," said Amir Segev, general manager of Arti-Media. "Partnership with such a strong organization will increase our penetration in Europe and will aid us in reaching local and international publishers. Together, we will improve the effectiveness of online advertising as we work together to help publishers in Benelux to monetize their web-based video content."

About TechConnect

Started in 1997 from the melting pot of several successful tech community web sites, TechConnect has evolved into an Internet company with a focus on technology reporting, gaming and online advertising.

With offices in Europe alongside a strong presence in the US, TechConnect, through its BannerConnect advertising division, provides an ever growing portfolio of advertisers and publishers with the latest technologies and best advertising deals, tuned to a human level, for a true collaborative experience that covers every conceivable service associated with online advertising, from ad creation and implementation to reliable reporting and accounting - try the network that speaks your language.



More information about TechConnect is available online at www.techconnect.info.

About Arti-Media

Arti-Media is a global leader in value-added monetization services for online video. The Company is a subsidiary of Artivision Technologies Ltd (SGX - Singapore Exchange, CATALIST: ARTIVIS), an international video content analysis (VCA) technology pioneer. More information about Arti-Media is available online at www.arti-mediagroup.com.

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