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Pure Success for VELOCITY World Media After Launching PureSystems™ and IBM Mobile Via Back-to-Back Nationwide Satellite Broadcasts

– Continued Online and Mobile Viewing to Reach 25,000 Viewers by End of November –

NEW YORK, November 26, 2012 — [VELOCITY World Media®](#), the largest global, private experiential television network, partnered with IBM in October to launch the company's new PureSystems™ and IBM Mobile products and is still creating buzz by leveraging VELOCITY's DownStream® post-broadcast marketing platform. DownStream is using the launch event to create an echo effect and drive business development with on-demand, plug-and-play content translated into eight languages for online and mobile viewers.

"What we're doing for IBM through our DownStream platform is echoing the excitement of the PureSystems and IBM Mobile launches by creating compelling online and mobile content that virtually brings viewers into the room for a historic event," said Philip Elias, president and CEO of VELOCITY World Media. "Everything we do is focused on accelerating and maximizing ROI for our clients. We ask ourselves from the beginning, and every step of the way, how can we optimize the content we're creating for business development? Not just for a day or a week, but for the next quarter and the next year."

VELOCITY and IBM launched PureSystems with a hybrid event featuring 330 in-house audience members and a High-Definition television broadcast via satellite to nine other venues, for a total of 4,000 high-value guests. Hosted by former *Today* and *CBS Morning News* anchor Faith Daniels, the interactive event was presented live from the Boston Back Bay Event Center and featured VELOCITY's exclusive MindShare® polling system, which enables viewers from coast-to-coast to participate by answering questions during the program.

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The following day, IBM Mobile was introduced to another audience live via smartphones, tablets, laptops and PCs with a broadcast hosted by Emmy® Award-winner “Chic Geek” Katie Linendoll from VELOCITY’S HD Studios at Manhattan Center. This nationwide audience also had an opportunity to weigh in via MindShare polling. With the addition of *DownStream* viewers, the PureSystems and IBM Mobile launch events will reach a highly targeted global audience of 25,000 key decision-makers by the end of November.

“This was a massive undertaking, spanning various IBM business units, multiple agencies, and it was seamless in the execution,” said Matt Berry, director of IBM WebSphere and mobile demand generation. “Thanks to everyone for all of the hard work that went into making these broadcasts the best we’ve ever done at IBM.”

VELOCITY World Media specializes in producing experiential television programming presented live via EchoStar satellite for invitation-only audiences at VELOCITY HD Digital Suites located in private clubs, restaurants and hotels in the top 200 markets across the world. In addition to producing cutting-edge broadcasts for a host of the world’s top pharmaceutical, financial and technology companies, VELOCITY is changing the way that artists bring their music to the marketplace with FIRST SPIN®, a private performance platform.

To learn more about VELOCITY World Media visit, www.VELOCITYWorldMedia.com.

About VELOCITY World Media

VELOCITY World Media, the largest global, private experiential television network, specializes in producing custom High-Definition television programming live via EchoStar satellite to invitation-only audiences at VELOCITY HD Digital Suites located in private clubs, restaurants and hotels in the top 200 markets across the world. Since 2005, VELOCITY has produced powerful HD broadcasts that have reached more than 300,000 key decision-makers with critical information across a wide range of topics while eliminating more than half of a billion pounds of climate-changing gases caused by air travel. For more information, visit www.VELOCITYWorldMedia.com.

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