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**VELOCITY Broadcasting Launches Mind Over Matter<sup>SM</sup>, Creates New Dimensions in Audience Insight, Interactivity and Engagement**  
– Expanded Technology Platform Generates Increased Insight for Broadcast Clients –

PITTSBURGH, January 19, 2010 — Pittsburgh-based [VELOCITY Broadcasting®](#), the largest global, private High-Definition broadcasting network, has launched the **Mind Over Matter<sup>SM</sup> Business Intelligence Suite**, a new dimension in audience insight, interactivity and engagement. Powered by an array of audience response tools and technology, Mind Over Matter enables VELOCITY broadcast clients to tap directly into the mindset of the audience, while also empowering audiences to question experts live on the air. This real-time technology can be activated in a number of configurations during a VELOCITY broadcast across any number of locations on the VELOCITY network, and contains three cornerstone applications:

- **MindStorm:** From multiple locations across the country and around the world, audiences can engage in live interaction with the experts to “storm” their minds and knowledge base by calling, e-mailing and texting in questions, comments and discussion points. VELOCITY’S MindStorm application records all data and allows VELOCITY to facilitate and evaluate Q&A and viewer engagement across a wide range of important analytics, including demographic, geographic and psychographic significance.

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**Mind Over Matter Launches Enabling VELOCITY Broadcasting to Create New Dimensions in Audience Insight, Interactivity and Engagement (cont.)**

*–Expanded Technology Platform Generates Increased Insight for Broadcast Clients –*

- **MindShare:** Dimensional audience polling and response offers a complete infrastructure to create a live, interactive polling component empowering a national or global audience to react and respond, tapping into real-world insight, in real time. MindShare is the ultimate combination of qualitative and quantitative research providing real-time analytics and true audience segmentation across client-designated geographies, targeted demographic and psychographic groups and individuals. MindShare also allows clients to dynamically change the program content of a broadcast to more accurately tap into the mindset of their audience and to measure the impact of the information delivered all in real-time.
- **Audience Integrated Research (AIR) Reports:** Through custom sorting, analysis and reporting, target viewers come into critical focus, providing the most detailed audience representation available to build advance database queries and retrieve marketing insight.

“In today’s marketplace, real-time information is the most powerful tool. Mind Over Matter’s true value proposition is its unique ability to engage a VELOCITY client’s key audience, tap into their thinking, and gather and distill critical information,” said Philip Elias, president and CEO of VELOCITY Broadcasting. “This can provide organizations of all kinds with important feedback on a new product or insight into specific mindsets that may exist among consumers or important stakeholders. That kind of information is invaluable – in the R&D lab and in the board room.”

Mind over Matter allows broadcast clients to transform live programming into an integrated research and discussion think tank. Providing meaningful results, viewer responses can be measured and assessed by demographics, geographic spread, knowledge and opinion base, and trend analysis. Comprehensive reports offer insight into the attitudes, opinions, and knowledge of broadcast viewers through both qualitative and quantitative research results.

**Mind Over Matter Launches Enabling VELOCITY Broadcasting to Create New Dimensions  
in Audience Insight, Interactivity and Engagement (cont.)**

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VELOCITY broadcasts live, invitation-only HD programming to nationwide audiences within the immersive viewing environment of VELOCITY HD Digital Suites at select Morton's The Steakhouse, Maggiano's Little Italy, and ClubCorp locations. Each suite is a screening room equipped with 1080i digital HD projection systems, nine-foot 16:9 screens and 11 high-fidelity speakers featuring 7.2 theater-quality surround sound.

For more information on VELOCITY Broadcasting, visit [www.velocitybroadcasting.com](http://www.velocitybroadcasting.com).

**About VELOCITY Broadcasting**

VELOCITY Broadcasting is the largest global, private High-Definition broadcasting network, and specializes in producing and delivering custom television programming live via 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 140,000 key decision-makers with critical information across a wide range of topics while eliminating more than a half a billion pounds of climate-changing gases caused by air travel. For more information, visit [www.velocitybroadcasting.com](http://www.velocitybroadcasting.com).

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