



*Unleash the power of your website. AudioVu puts your website on the air.*

**For Immediate Release**  
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## **Podcasting From AudioVu.com. An Innovative Marketing Powerhouse.**

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[AudioVu.com](http://AudioVu.com), for many years a pioneer and leader in the internet technology marketplace, has once again expanded the diversity of its already broad portfolio of service offerings.

**Podcasts**—one of the latest innovations in electronic and digital marketing—is capturing the attention of both producers and consumers alike. And AudioVu.com now specializes in producing these 2-10+ minute mini news features for a variety of clients in industries across the board. Sandwiching up to the minute news items with promos that advertise the client's products and services, the [podcast](#) encapsulates cutting-edge 1- and 2-minute feature pieces relevant to the client's industry and audience that showcase industry trends, while the promos let the listener know more about the client. Each podcast is a long-format, professionally produced audio that is downloadable onto the consumer's PC desktop or into their iPod / mp3 player to listen to instantly or at their convenience.

"This is a very exciting and still relatively new technology that has done very well in marketing circles," said Lawrence Norber, Founder and President of AudioVu.com, the innovator in putting streaming audio voiceover narration onto website pages. "It's a perfect fit for our product mix and our clients love the fact that we can produce these vignettes that *deliver* information to the ears of their prospects. It's a whole new application of the idea of using professional audio content to communicate concise, key bits of information to the consumer in a short space of time. The creative principle that we use when generating custom audio for client website pages translates beautifully into the podcast medium. As more and more companies become comfortable with this use of internet information delivery, we'll be hearing a lot more of these in the years to come." For a sample podcast, visit <http://lodginginteractive.audiovupodcast.com>.

With specialists in professional audio production, graphic design, advertising, marketing, website development, copywriting, and technical production, AudioVu.com has quickly emerged as the multi talented company for bright, new, sales/marketing concepts, materials and designs. Companies interested in learning more about AudioVu's podcasts or their many other services—**website audio, web and graphic design, custom brochures, e-newsletters, e-mail blasts, Custom Voice Production (On-Hold Advertising, Auto-Attendant, etc.) and other cutting-edge marketing tools and projects tailored to enhance and increase their clients' success**—are invited to visit the website: [www.audiovu.com](http://www.audiovu.com). Or call toll-free 1-800-721-1440.

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