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AudioVu.com Introduces New Proprietary AudioVuer Technology

St. Louis, MO—Lawrence I. Norber, President of AudioVu.com, announced today the launch of “AudioVuer”, a new audio/text website enabling technology available to clients of the company.

AudioVuer is a small icon placed on customers’ website pages. This exclusive process combines linked audio programs written and produced by AudioVu for customer websites, teamed with streaming text in the “vuer’s” window allowing for additional outlets of advertising copy to be heard and read by website browsers. The “vuer” also contains controls for audio programs to stop, start, and to control volume. The product was unveiled at the January 15th, 2003 investors meeting held at the Ritz-Carlton St. Louis in Clayton, Missouri.

“The AudioVuer makes it easy to link custom audio programs to customer sites. It gives them the added benefit of placing streaming advertising text in a format that captures the attention of a casual visitor or daily user. The best part is that all internet connections, DSL, ISDN and dial up will play our audio and text content immediately and simultaneously when a web page is accessed”, said Norber. “AudioVu adds a second dimension to any website helping improve its time spent viewing, click-thrus to additional pages, and overall retention of information” he said.

A majority of the Internets’ top 75 sites have incorporated audio content into their website presentations. Sight and sound are an individual’s two most important senses. The vast majority of websites present only sight, a single dimension approach. Creatively produced Audiovu programming adds a stickiness to normally static-visual website content making those sites more memorable and ultimately helping certain marketing messages, slogans or general information trigger action and top-of-mind awareness. AudioVuer technology contributes to the overall effectiveness of website performance by introducing two dynamic advertising components onto linked web pages.

As a division of Information Technologies Marketing Incorporated, AudioVu.com is an advertising company that specializes in optimizing website performance through complementary audio programming tied to individual website pages. Audiovu programs are uniquely written for each customer, hosted and linked by AudioVu. A leader in web-based audiomarketing and advertising services, AudioVu.com’s national customer base includes a wide variety of service, sales and manufacturing companies.

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