



NetStairs® introduces Intelligent Rich Media Streaming Ad Servers That Helps Advertisers Deliver Online TV Commercials and Infomercials 24/7.

Fort Lauderdale, FL. USA (March 18, 2004) - NetStairs.com, Inc., An innovator in providing intelligent streaming video-audio technologies for the Internet, today announced the launch of its IV~8® and Cybermercial® online push-pull intelligent web advertising services. The IV~8 ad servers are designed to host and stream TV Spots 24/7 supporting the most popular media formats. Advertisers can now empower their e-commerce sites with intelligent TV Spots and offer their online visitors an opportunity to experience rich media ad of all formats. IV~8 supports popular and industry standard media formats such as Microsoft Windows Media, Real Network series, Apple Quick Time, MPEG 1, 2, & 4, as well as Macromedia Flash. IV~8 intelligent sensor detects users' bandwidth settings, choice media player while acting as the focal point of distribution. All servers and bandwidth aggregation are provided through DELL and Sprint, the world's first digital fiber optic network that will never deny online visitors because of bandwidth bottlenecks. Advertisers can now intelligently and securely upload their own TV Spots and Infomercials, and with a simple coded HTML link, they can provide interactive rich media through their web sites. In addition, through the use of Cybermercial technology, they can broadcast intelligent video e-mail commercials to their permission based constituents. IV~8 plays automatically on most popular email desktop software, (e.g. Outlook®, Outlook® Express®, Exchange®, Incredimail®) or with one click the recipient can watch Cybermercial if they resort to browser based email programs without changing security settings. The result is a true experience that viewers can benefit or utilize from advertisers' messages instead of dull text and/or silent pictures.

IV~8® is provided in a simple subscription plan (Bandwidth Use + Disk Space) similar to mobile telephone service plans. When advertisers exceed the bandwidth or disk space, their visitors are never denied access. It aggregates bandwidth automatically to compensate for heavy traffic use, hence delivering an affective return on investment from successful online advertising campaign. IV~8® is designed for clients with limited use or high volume content providers. Subscribers can start with shared servers and move up to dedicated servers in a managed and scalable platform. All servers are managed and administered by Sprint and DELL Network Administrator's team exclusively, thus assuring 99.9% uptime. Hosted facilities are secured with limited access only to authorized Sprint & DELL Staff combined with advertisers authorized IT manager(s) for content management. Fortressed by security measures such as antivirus and firewall, IV~8® patent pending technology conforms to the users' instant access (e.g. bandwidth speed, users' installed media players, and desktop security settings). It is an ideal solution for enterprises that demand intelligent rich media content streaming through their own IT departments with total security. The IV~8® ad servers subscribers enjoy professional experienced network administrators who understand load



balancing, network redundancy and worldwide distribution without adding additional labor costs and/or overhead expenditures. IV~8® intelligent algorithm allows system to learn and adapt to new or existing media codec formats painlessly, so it helps advertisers to maximize the life and use of their digital rich media content during the ever changing phase of technology convergence.

In addition, NetStairs creative team can assist clients with solution-centric rich media strategies that deliver measured ROI. Harnessing the use of IV~8 A.I. based intelligent media sensor agent, there is no plug in, download and/or executable required. So the question remains: why conform to a proprietary video format technology that is limited by its own resources while IV~8 embraces the industry standards? Unlike proprietary based solutions, their leapfrog advances are limited only by their R&D budgets while IV~8 is designed to embrace the industry leaders who have invested substantial time and funds branding their presence and market share (e.g. Microsoft, Real Network, Apple, MPEG and Macromedia). And tomorrow when a new format is introduced, we simply include it into the intelligent sensing algorithm. After all, technology has its own share of evolution and it evolves around industry's key players.

Cybermercial® is a push delivery system complementing IV~8 intelligent streaming strategy. Riding on permission based email campaigns, advertisers' TV Spots, hosted on IV~8, may be delivered with greater than expected results. In fact we have deployed certain techniques that would improve Direct Response advertising (DR). According to Wharton School of Business, recent studies showed that 6 times more people respond to video messages due to emotional appeal than text. In fact 72% of the perspective customers reach a buying decision after viewing a marketing video. Combining the power of IV~8 ad servers with Cybermercial video email delivery system, advertisers now have a seamless online tool that helps them reach their audience online.

NetStairs.com, founded in March 2000, a privately held company with a planned IPO, is now building its sales and strategic growth worldwide. The company currently operates from its headquarters in Fort Lauderdale, Florida along with its team of technical staff worldwide concentrated primarily in Bucharest, Romania, and Asia. The company plans to announce its sales operation and expansion into The Netherlands serving European market and Asian Pacific Market. For More information on NetStairs, co-hosting, IV~8 subscriptions, Cybermercial, and other creative services please visit www.netstairs.com.

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