



Vizimo appoints Simon Steward Chief Executive Officer

Technology Industry Veteran Leads Innovative Startup That Revolutionizes Discovery and Management of Video Programming for Users to View, Share, Discuss

CRAMLINGTON, UK – Aug. 4, 2008 – [Vizimo Ltd.](#), an innovative service that enables the discovery, viewing and management of media programming that is most relevant to individual interests, tastes and needs, today announced the appointment of Simon Steward as chief executive officer.

Vizimo enables users to discover, plan and discuss media consumption across both scheduled broadcasts and the vast body of video content that is increasingly available on demand. The start-up company makes use of automated content analysis, profiling and social networking to guide users to TV programming and content of interest. It also offers tools that allow users to set recordings and reminders, and to engage in discussion about content. The tools work in a coherent way across mobile, web and compatible set-top boxes.

Vizimo works with broadcasters and media providers to foster a multi-level relationship with customers that leverages rich interaction and its proprietary recommendation and profiling platform. The company enables partners to accelerate the adoption of converged media services via mobile, Internet and television, and is currently running trials with leading European media providers, plus an invitation-only beta trial directly with end users.

“We’ve started with what the mass market knows and understands -- scheduled TV -- and we’re introducing new consumption models woven into that familiar experience,” Steward said. “In other words, we’re providing the link between scheduled and non-scheduled viewing.

“We make money by helping our partners to innovate and commercialise converged media,” he said. “Our platform enables the discovery of on-demand content and drives uptake by users who are currently more accustomed to dealing with passive, scheduled TV programming. Our technology unlocks the potential of convergence.”

Steward, 40, has more than 20 years experience in the technology sector, including senior leadership positions at the nexus of information technology and finance.

He started his career at BT Laboratories, where he worked on numerous cutting-edge projects, including artificial life research and natural-language processing. He was awarded a British Computer Society Medal for his work on applying principles of social insect behaviour to the control of data networks. He was a founder member of BT’s Internet research group and provided strategic advice to the highest level within the company.

Steward transitioned into technology finance in 1999 when he took a senior role in the technology practice at Close Brothers Corporate Finance, followed by a stint as chief technology officer with venture capital fund Think Ventures. More recently he was chief information officer for two global media post-production companies, managing operations in London, New York, Los Angeles and Mumbai.

Steward, who lives in London with his family, holds a bachelor's degree in electronic engineering from Warwick University in Coventry, UK.

ENDS

Media contact: Sue Huss at Comunicano Inc. on +1 619-379-4396 or sue.huss@comunicano.com

Notes to Editors

About Vizimo™

Vizimo is the industry's first personalized media guidance system that enables people to easily discover, watch and manage the video programming most relevant to their interests, tastes and needs. Unlike historical approaches to media guidance, such as electronic program guides and newspaper listings, Vizimo combines both scheduled and on-demand video with users' personal profiles – dynamically creating a personalised, information-rich guide for each user; delivered via mobile devices, the Web and set-top boxes. In Vizimo's world, content finds the viewer, instead of the viewer having to spend time and effort searching for the right content. And, the more members use the service, the smarter it becomes at bringing relevant programming to their attention. Vizimo is privately held and venture-capital funded. For more information, visit www.vizimo.com.