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zoomMediaPlus Ushers in the Next Generation of Apple Accessory, Enables iPhone/iPod Touch Users to Access Content On the Go

zoomIt accessory allows real-time use and sharing of content via SD Card

SAN FRANCISCO, Macworld 2010, February 9, 2010 —zoomMediaPlus today announced [zoomIt](#), an application-enabled accessory giving Apple users unprecedented access to content for their iPhone and iPod touch. The zoomIt accessory and associated application allows users to access and share content from their Mac/PC or CE devices (cameras, netbooks, etc.) with their iPhone and iPod touch. Users no longer need to sync devices to move content, a significant convenience for mobile users.

zoomIt shifts the primary point of content management and sharing from the MAC/PC to the iPhone/iPod touch. A compact portable accessory that connects to an iPhone or iPod touch via the bottom connector of these devices, zoomIt reads and shares content from an SD card of any type/density when inserted in to the card slot of the zoomIt. Supporting all iPhone SDK 3.0 (or higher) file types including photos, music, videos, and documents (.PPT, .XLS, .DOC, .PDF, etc.), zoomIt lets users view, listen, transfer and then, if desired, share content via email, Facebook, Flickr, etc.

“zoomIt is creating an entirely new way for Apple iPhone and iPod touch users to access and use content on the go,” said Chris Fisher, President, zoomMediaPlus. “Consumers want to be able to view, listen to and share their content instantly using the device they always have with them—not wait until they can connect to their MAC or PC and synch. In seconds, you can access content and ‘zoom it’ to your iPhone/iPod touch, your friends, family, co-workers and the web.”

In the future the zoomIt application will also support, among other things, protected content types enabling streaming of licensed music, videos, and other forms of protected content.

“We’re excited not only by what zoomIt does for user-generated content but by what it can also do to create alternative methods of content distribution other than optical CD/DVD and downloadable,” said Richard Sfeir, CEO, zoomMediaPlus. “With the iPhone and iPod touch being the dominant portable multimedia platform, we’re excited about enabling preloaded content on SD cards to give the industry and consumers new ways to distribute and consume protected content.”

zoomIt Supports all iPhone/iPod Touch Generations

The zoomIt accessory is compatible with all generations and memory configurations of both the iPhone and iPod touch, representing more than 75 million devices, according to Apple.

Once the zoomIt accessory is connected for the first time, the user will be prompted to start the automatic download and installation of the zoomIt application from the Apple Applications store, which will be done over the 3G/EDGE/Wi-Fi connections. Alternatively, the zoomIt application can be downloaded to iTunes and synched to the iPhone or iPod touch when connected to a PC or MAC. Once the application is installed, the user then launches the application and can begin viewing the contents of the SD card using a general purpose file manager. The SD card content can be entirely or selectively transferred to the iPhone/iPod touch thereby enabling the user to disconnect the accessory/SD card and have access to all transferred files permanently and within the zoomIt application on the iPhone/iPod touch.

With the accessory connected and the SD card inserted the user can view and stream/play photos, music, files, and more directly from the SD card. In addition, selected content types from the iPhone/iPod touch can be transferred to the SD card for sharing with other PC/CE/mobile devices. The application supports a wide range of content management and sharing features including email and direct posts to Facebook and Flickr of photos on the SD Card. Additional features will be added to the zoomIt application on the Apple App Store over time and made available to zoomIt users via the upgrade process, expanding the usability of the zoomIt accessory.

zoomIt Pricing and Availability

The zoomIt accessory will be available for shipment in April 2010 at a retail price of \$59.95. The zoomIt application software (named “zoomIt”) is available on the Apple App Store under Utilities and is free. Pre-orders are being taken now at

www.zoomitonline.com and, for a limited time, a \$10 discount is applied at check-out.

About zoomMediaPlus

zoomMediaPlus is a mobile media products and applications company. Initial products include the zoomIt iPhone and iPod touch accessory and software. zoomIt enables Apple mobile device users to view and share photos, music, books, files and more—all on the go! To learn more about the zoomIt product and for ordering information, visit our website at <http://www.zoomitonline.com>. To learn more about zoomMediaPlus visit us at <http://www.zoommediaplus.com>. Become a fan on Facebook and follow us on Twitter: www.twitter.com/zoommediaplus.

Editor's Note: For additional information, evaluation units or executive interviews, please contact Diane Orr, Orr & Company, 408-358-1617 or diane@orr-co.com. Press images and video can be found in zoomMediaPlus's press room at www.zoommediaplus.com