

MediaToob introduces the first super-simple click & play mobile podcast service specially designed for optimal mobile phone usage

MediaToob delivers full realization of the podcast phenomenon directly to users, podcasters, carriers and advertisers

LONDON, February 5, 2007 — Bamboo MediaCasting today launched MediaToob (www.mediatoob.com), its mobile podcast community and service that automatically delivers audio and video podcasts to mobile phones worldwide for simple and fast offline access anytime anywhere without browsing or network connection. This service designed and optimized for simple handset operability and efficient functionality within the cellular environment effectively turns mobile phones into users' portable media device of choice.

The MediaToob one-click selection and viewing interface together with background delivery enables users to enjoy high quality mobile podcasts with unprecedented speed and ease of use. Unlike current mobile phone applications, the MediaToob experience is designed for the small mobile phone screen and minimal user involvement. It requires no browsing or live streaming, minimal clicks and takes only seconds to access rich-media podcasts.

The MediaToob channel-based personalized subscription service delivers rich audio and video content including television programs, home-made or professional video clips, music, news and other long or short digital content to mobile handsets. New content is automatically updated and delivered according to subscriber preferences.

“Mobile handsets are not designed for web browsing. So rather than relying on WAP, we have leveraged the best of mobile convenience with the vast internet opportunity to create a service that conveniently delivers rich media automatically and directly to subscribers' phones with an extremely simple user interface. This effectively turns any phone into the users' mobile media device of choice,” says Guy Morag, CEO of Bamboo MediaCasting. “As the personalized media phenomenon converges with mobile communications, users now have the flexibility and freedom to enjoy their choice of entertainment anytime anywhere at an affordable price.”

The service currently offers a large selection of podcasts mainly from Europe and is rapidly growing its library as podcasters submit content for direct delivery to mobile users worldwide. Consumers also recommend podcasts for the MediaToob directory. In the next version users will be able to order podcasts from any other online source for an unlimited choice of podcasts.

The MediaToob solution is based on the core *silverstripe* background “push-store-&-play” delivery technology developed by industry veteran Bamboo MediaCasting Inc. The service utilizes existing cellular networks and facilitates economic off-peak delivery to minimize network congestion, disruption to traditional phone usage and data costs to maintain an affordable price-point and controlled quality of service.

The MediaToob solution is also easily adapted to any carrier or media environment and provided as a comprehensive yet modular white-labeled solution for immediate access to the growing mobile podcast market phenomenon.

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About Bamboo MediaCasting and MediaToob

MediaToob (www.mediatoob.com) is a consumer service developed by Bamboo MediaCasting Inc. (www.bamboomc.com) to facilitate the aggregation and automatic regular delivery of rich audio and video podcasts to users’ handsets. This service was established in 2006 and launched in 2007 to overcome the complex and time-consuming handset browsing, streaming and viewing process as well as quality-control limitations that were stalling the podcast phenomenon from successfully penetrating the mobile domain. MediaToob is in beta phase and currently used by thousands of podcasters and consumers worldwide utilizing their handsets as their portable media device. Available as a white-label for carriers, the MediaToob solution has been successfully pilot tested by the first world-leading mobile carrier, demonstrating measurable increase in ARPU and customer satisfaction.