

Greetings From The Cloud: Visitors Are Sending Social Video Postcards From Atop CN Tower Thanks to BobbleVision.com.

August 11, 2010

Berkeley CA – Interactive media developer BobbleVision Inc. installed its record-your-own video postcard kiosks today inside "Sky Pod" at the CN Tower, in Toronto, Canada. The CN Tower is the Western Hemisphere's tallest tower and Sky Pod, at a height of 1,465 feet, is the world's highest observation deck.

"We're thrilled to be adding to an amazing visitor experience atop one of the world's tallest destinations," said Garris Shipon, Founder of BobbleVision. "Our kiosks create a unique way for visitors to share their excitement with friends and family."

Founded in 2008, BobbleVision is the only interactive developer working with national attractions to offer record-your-own video postcards. Shipon explained his inspiration, "I always loved those old photo booth machines – they create this universal *"fun moment"* that translates across languages and cultures. I wanted to capture that experience – but in an updated way."

BobbleVision initially tested the concept using mobile devices but soon realized that the magic of the photo booth is not in the camera – it's in the booth! That's when Shipon, who has produced digital media for nearly twenty years, approached the hardware experts at Phoenix Kiosk. "Our platform has a lot of special hardware requirements, but Phoenix went the extra mile for us and the result is captivating," Shipon said.

The kiosks, which contain touch screens and chat cams, are durable and simple to use. Visitors choose an onscreen postcard design and record a 30-second greeting. Transactions are finalized with a credit-card swipe. BobbleVision hosts the video postcards, which are shared over and over with friends and family via Facebook, Twitter, Yahoo and Google Friend feeds.

BobbleVision charges \$3.50 per postcard and revenues are shared with the venue.

"Our customers get this great experience and a unique piece of media that's integrated right into their existing social network," said Shipon. "There's also an added benefit for the venue since each postcard effectively becomes a customer testimonial, complete with banner links back to the venue's e-commerce partners – It's like an ad campaign where customers actually pay to create and distribute the ad."

BobbleVision believes it is the first developer to roll out a "social media vending machine platform" and is looking to expand its business with more locations, other forms of interactive media, local offers and co-branded tie-ups with 3rd party advertisers.

BobbleVision kiosks are distributed and maintained in Canada by Press-A-Penny.

About BobbleVision Inc. (<http://BobbleVision.com>)

Based in Berkeley, California, BobbleVision Inc. creates added revenue and buzz for national attractions with record-your-own-video kiosks. BobbleVision Inc. was launched in 2008 with \$100k in startup capital from private angel investors.

About Phoenix Kiosk, Inc. (<http://www.phoenixkiosk.com/>)

Based in Tempe, Arizona, Phoenix Kiosk designs, manufactures and distributes enduring, approachable self-service technologies for use in a wide variety of applications. Phoenix Kiosk provides in-house software and hardware design, manufacturing and distribution, as well as service, support, and supplies (at <http://www.kioskstuff.com>). Phoenix Kiosk is a wholly owned subsidiary of Secure Medical, Inc.

About The CN Tower (<http://www.cntower.ca/>)

Canadians and tourists from around the world have made the trip to Toronto to celebrate this marvel of civil engineering. Besides serving as a telecommunications hub, the Tower provides world-class entertainment and a wide range of unique attractions, exhibits and food and beverage venues. The CN Tower is held by Canada Lands Company, a federal Crown corporation responsible for real estate development.