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Nice Spots Is First Online Post-Production Tool to Partner With Ad-ID

Online application designed for the post-production and advertising industries is first to integrate AAAA and ANA's Ad-ID system

JUNE 4, 2007 (NEW YORK CITY, NY) – Nice Spots has announced it will be the first to partner with the Advertising Digital Identification system (Ad-ID) developed by the American Association of Advertising Agencies and the Association of National Advertisers. The Nice Spots application works to bring increased efficiency to the advertising industry.

Ad-ID is a Web-based system that generates a unique identifying code for each advertising asset that enables advertisers, agencies and the media to share information through a central web-based source. With current input methods, there is a possibility of duplicating codes. This happens because the same alphabetic prefixes for brands are used over and over by different entities, which increases the likelihood that codes will be duplicated. In the case of an error, editing facilities charge to re-slate each tape with a new code and it could take hours to research and fix the incorrect or duplicated identifier. Use of the Ad-ID system ensures a unique identifier, accurate delivery, market accountability and automation for time-consuming processes.

"Ad-ID will most likely become the new industry standard in commercial spot identification, so we felt it was important to be an early adopter of this technology. It's one more money-saving, productivity-enhancing feature in the Nice Spots application and we are very pleased that AAAA has made it possible for us to bring this service to our clients," said John DiMaggio, Managing Director of Nice Spots.

"It's exciting that Nice Spots has chosen to integrate with Ad-ID," states Harold Geller, AAAA Senior Vice President, Digital Initiatives. "It's a company that is bringing innovation to their customers, and making full use of what today's technology has to offer. Ad-ID will facilitate quicker turnaround and improved accuracy for Nice Spots customers while enhancing the capacity to manage and exchange metadata about assets."

Nice Spots is a Web-based digital approval, archival, collaboration, distribution and presentation application, which offers a secure online environment to exchange and revise any type of media. Nice Spots is used by people in over 80 countries every month and by over three quarters of the world's largest advertising agencies. Recent case studies have shown that use of the application can reduce hard costs related to security, dubbing and shipping by up to 85%. Content can be shared through video podcasting, QuickView email links, custom online WebReels or direct DVD output in NTSC or PAL formats. The diverse features include the collaborative tools Reel Chat and Nice View, which allow users to view, comment, annotate video, grab stills and create storyboards.

Nice Spots is an online collaboration, archival, approval, distribution, revision and presentation tool that offers a secure online environment to work with any type of media from any platform. This application is a cost-effective, reliable and easy to use solution that streamlines operations, enhances global connectivity, offers a branded presentation format and serves as a networking tool for business development. For more information, please visit www.nicespots.com.

Advertising Digital Identification, Ad-ID, is a Web-based system that generates a unique identifying code for each advertising asset, enabling advertisers, agencies and the media to improve upon current ad-related processes and capitalize on emerging technologies and marketing opportunities. Developed by the AMERICAN ASSOCIATION OF ADVERTISING AGENCIES and the Association of National Advertisers, Inc., Ad-ID replaces all other methods used to identify advertising assets. For more information, visit www.Ad-ID.org.