



Zoomorama raises € 1.000.000 for its online rich media publishing solutions

Paris, June 17th 2008

Zoomorama has completed its round B fund-raising of € 1.000.000. This transaction follows a round A of € 450.000 in April 2007. Financing is provided by European and American Business Angels. This capital injection demonstrates investors confidence that Zoomorama will change the way images and videos will be experienced on online. This financing will allow Zoomorama to carry on developing its rich media publishing solution.

Creation of widgets, photos and videos

Zoomorama is a free tool enabling anyone to quickly and easily create high-resolution photo albums, enhanced with videos and texts, embeddable in any blog or website and shareable via email. The application thus offers a model for creating widgets, Mashups or mini-websites with infinite possibilities of interactive communication and content distribution over the Internet.

Multimedia content management is achieved by a simple import of images and videos. It allows a new level of freedom in content layout, with high-definition images, videos and texts. Zoomorama's downloadable authoring tool, *ZoomCreator*, is a uniquely simple tool for creating and publishing zoomable rich media widgets.

Online media: rediscover the emotional power of photography with Zoomorama

Michel Maïquez, Artistic Director of Paris Match, testifies:

"ZoomCreator is a powerful software which allows me to focus only on creation. No need to worry about the size of images or videos formats, ZoomCreator takes care of everything. With Zoomorama, we are extending Paris Match online by enhancing our way of telling stories. From now on, we make the Internet user capture the deepest emotions of an image. That is why Paris Match loves the Zoomorama technology."

Example: <http://www.parismatch.com/parismatch/dans-l-oeil-de-match/reportages/recifs-coralliens>

E-commerce: rediscovering the power of details

Zoomorama also enables e-commerce professionals to take advantage of an innovative image format. Thanks to the zooming technology, each product can be discovered in its smallest details by Internet users. They can almost feel and sense the object, the barrier between the screen and the Web having disappeared (grateful to Louis Vuitton for the HD images).

Example: <http://www.zoomorama.com/b6fe161db58a9d9ee47cac00dc979280>

Photographers, Artists, Bloggers

Zoomorama is opening new horizons for a brand-new generation of blogs refocusing on image, and no longer on text. Blogs are becoming a means of visual expression for its author, without any constraint of layout or image size. This revolution has appealed, among others, to Ms. Gabrielle Desailly author of the blog FrenchFling (www.frenchfling.com).

Example: <http://www.zoomorama.com/3865bc609ed994e9845f9e1aa5ff92ae>

Everybody can thus feed its Website, blog or social network with exportable albums in order to share its digital contents in an original and user-friendly way.

About Zoomorama

Zoomorama is a unique creative community of photographers, artists, and bloggers, around the zooming technology. With a single application, Internet users can quickly and easily create an album gathering all the following media: high-definition images, videos, texts. Internet users no longer need to go to different websites, Zoomorama compiles all the features requires to enhance their digital content within their social networks.

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