

Press Release - SoundPix Plus 2.0 Brings Digital Pictures to Life With Sound

INCLINE VILLAGE, Nev.--(BUSINESS WIRE)--July 16, 2003--SoundPix Inc., a software company that brings digital pictures to life with sound, today unveiled SoundPix Plus 2.0, a product upgrade that now includes full slideshow capability and one-click email sharing of SoundPix sound enhanced photos. SoundPix Plus is an image and sound editing desktop software application that allows users to easily enrich digital photos with sound.

Using SoundPix Plus 2.0, consumers make their pictures come alive -- and tell a better story -- by integrating images with sound: from a few words to background noises to music.

SoundPix Plus 2.0 Software Brings Pictures to Life With Sound

Since the advent of digital imaging, available methods for recording audio in the camera or on the desktop have been difficult and often involved creating a separate ".wav" format file attachment.

SoundPix Plus has an intuitive graphical interface allowing consumers to easily select images and record sound into their digital photos, or combine pictures with their favorite existing sound files. The software stores the picture and sound clip in a single JPEG file -- making it much easier for users to manage and share their favorite sound-enriched pictures.

SoundPix Plus 2.0 now adds the ability to create and share audio-enhanced slideshows, and makes image sharing easier with one-click emailing capability.

Recipients of SoundPix pictures can hear the pictures by using the free SoundPix plugin for Microsoft Internet Explorer. SoundPix Plus 2.0 (\$39.95 MSRP) is a PC Windows program. To purchase SoundPix software, download a copy from the SoundPix Website at www.soundpix.com.

Sound Pictures: An Emerging Trend in Digital Imaging

Research shows that digital camera users have a propensity to manipulate their digital images on their desktop. In its 2003 Digital Camera End User Survey, InfoTrends Research Group, found 55% of digital camera users edit their photos. The report also states that more than 20% of digital camera users have purchased photo software for use with their digital camera.

Reinforcing the trend toward sound-enhanced images are the actions of the digital camera manufacturers themselves. Today cameras are increasingly equipped with microphones and the ability to record sound. In a 2002 survey of 14 digital camera manufacturers and their products, SoundPix found that half of all cameras on the market were outfitted with microphones.

At the same time, wireless imaging is gaining momentum in the mobile phone space. Mobile "sound pictures" is a fast emerging paradigm for digital still images in a variety of forms and formats.

Beyond the Desktop

SoundPix has developed the first audio-imaging solution that encompasses the entire image life-cycle experience: from image capture (in cameras and wireless devices), to editing on the desktop, to sharing over the Internet or wireless networks. In addition to SoundPix Plus 2.0 desktop application, SoundPix offers a suite of patent-pending software solutions, including: SoundPix Web Edition, a web-server solution, and other tools for independent software vendors

(ISVs) and original equipment manufacturers (OEMs).

SoundPix, Inc. is a privately held company headquartered in Incline Village, Nev. For more information, visit www.soundpix.com or call 775/201-0292.

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