



**Video takes off:
established in December 2003- digitalVanity Software OHG**

Ratingen, December 22, 2003

As of today DigitalVanity Software OHG will start sales, service and support of the new technology platform called S2V as well as on further S2V based applications.

The new enterprise concentrates on the development of new ideas and concepts around mobile imaging in the telecommunications market field. Here the S2V-Technology is in the center of digitalVanity software OHG's actions.

The newly formed digitalVanity software OHG was founded as an independent society with head office in Ratingen, Germany. Frank Otto und Daniel Hammer take over the management roles. Hammer is the former joint founder of Voxar AG, at which Frank Otto functioned as a sales director.

Basis for the reestablishment were the positive discussions with the Voxar business partners and suppliers, which are very interested in co-operation with the follow-up enterprise. Further important reason for the establishment of the society is the fact that " digitalVanity has efficient and high-quality products, which enjoy a outstanding call in the market," so managing director Otto.

Here the established contacts of the earlier Voxar AG play a likewise meaning role. "Research and development programs are set on the MMS-Business Leaders. We want to optimally support our partners through a redefined service concept. Beyond that, we work on a new product and marketing strategy, to offer a higher use to our customers in the future," describes Otto further goals of digitalVanity software OHG.

digitalVanity Software OHG will take over sales and support for the entire portfolio of S2V-based applications and services. The new created society has the goal to maintain and further intensify the past good customer relationship. digitalVanity Software OHG will develop further interesting concepts to be presented to the market soon. The presented video services for the improvement of live communication remain in existence and hence become available in wider ranges. digitalVanity is in a positive situation concerning new orders, securing further financing. Beyond that the discussions with prospective customers continue to run at full speed to further develop the innovation ability.

app. 1.800 characters

digitalVanity

digitalVanity software OHG conceives, develops and delivers the most modern software applications for mobile terminals. The emphasis lies in the range of the automated treatment of pictures. Mobile phones, Smartphones or PDAs will profit from completely new functions for mobile entertainment.

The technology produces fully automatic synchronous and realistic video tie-clips for example from arbitrary text or language messages. For the users of mobile terminals digitalVanity delivers exciting, entertaining and informative functions and new service offers.

Mobile multimedia communication becomes alive and creative. digitalVanity Software OHG offers partnerships to network carriers, technology vendors, service providers, ASPs and media enterprises to enter into an attractive and promising business field - mobile imaging.

More information on <http://www.digital-vanity.com/>

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