



Veodia to Broadcast *Technology Review's EmTech⁰⁷* Conference Live from MIT

Leading Emerging Technologies Conference Uses Cutting-edge Technology to Make Conference Content Available Online

CAMBRIDGE, Mass. and PALO ALTO, Calif. (EmTech⁰⁷)—September 25, 2007—[Technology Review, Inc.](#) and [Veodia, Inc.](#) today announced that [EmTech⁰⁷](#), being held September 25-27, 2007 at [MIT](#), will be presented live online using Veodia's high-quality video broadcasting service. In addition, recorded session content will be available for on-demand viewing immediately following the live Web broadcast.

[EmTech⁰⁷](#) is the leading event exploring next-generation technologies and their impact on business and society. The conference features [keynotes, panels, and presentations](#) by some of today's most insightful and successful innovators and covers a broad range of topics from information technology to alternative energy, biotechnology, and nanotechnology.

"As a company dedicated to examining the future of technology, it's only appropriate that we use the latest technology to make the *EmTech⁰⁷* experience available to the broadest possible audience," said [Jason Pontin](#), editor in chief and publisher of [Technology Review](#).

Veodia, an [EmTech⁰⁷ conference sponsor](#), offers the first live TV broadcasting and publishing Software as a Service (SaaS) platform. The company's high-end service caters to organizations and individuals looking for a simple, low-cost way to create and distribute TV-quality video while preserving full control and ownership of their content.

"*EmTech⁰⁷* conference sessions contain compelling, thought-provoking content, and by using Veodia to record and broadcast live over the Internet, it's possible for those who couldn't attend to share in the experience, as well as access it at a later date," said Guillaume Cohen, Veodia's CEO and founder. "We appreciate the opportunity to provide our services to *Technology Review*."

Cohen will also participate in a keynote panel featuring the next-generation of personal publishing tools. For more information about the *EmTech⁰⁷* video broadcast, please visit www.technologyreview.com/emtech/videos/.

About Veodia, Inc.

Veodia, Inc. offers the first MPEG-4 / h.264 video broadcasting service designed for business users. With just a video camera and computer, anyone can easily create interactive, TV-quality broadcasts and distribute them live or on-demand over the Internet to websites, blogs, intranets, mobile phones, and iPods. A publishing interface enables customers to privately manage, publish, and broadcast their content while tracking usage. Veodia replaces in-house digital video solutions that require large budgets, vendor interoperability, and extensive IT support with a browser-based end-to-end solution. Visit Veodia at www.veodia.com.

About Technology Review, Inc.

Technology Review, Inc., an independent media company owned by MIT is the authority on the future of technology, identifying emerging technologies and analyzing their impact for leaders. Technology Review's media properties include *Technology Review* magazine, the oldest technology magazine in the world (founded in 1899); the daily news website TechnologyReview.com; and events such as the annual *EmTech* Conference at MIT.

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