



## **Island Def Jam Selects Vusion to Deliver High Quality Video**

**NEW YORK and SAN JOSE, Calif., - May 5, 2008** - Vusion, providers of instant-on, full-screen, high quality streaming video, today announced a strategic partnership with Island Def Jam Music Group (IDJ), who will use the Vusion platform to deliver an online video portal where fans can view premium versions of its artists' videos in DVD quality. The high quality gallery is now available at <http://www.islanddefjam.com/hires>.

With over 100 top performing artists in its stable, including Kanye West, Rihanna and Mariah Carey, Island Def Jam is well established as one of the premier record label groups in the world. By selecting Vusion's end-to-end video delivery service, Island Def Jam is able to efficiently deliver a high-quality, customized Web experience to differentiate and improve its artist's online presence and efficiently monetize video assets.

Vusion's technology radically improves the user experience for streaming Internet video by eliminating buffering and long loading times. Vusion's next generation video delivery platform is five times as efficient as previous technologies, enabling users with a standard broadband connection to stream Island Def Jam videos in true 480p DVD quality.

"The drastic shift to digital distribution in the music industry has created enormous opportunities and challenges for record labels and artists to efficiently monetize content," said Christian Jorg, senior vice president of New Media & Commerce, Island Def Jam. "By implementing new technologies such as the Vusion video delivery platform, Island Def Jam will continue in our tradition as innovators and provide our artists with the best possible tools to generate revenue online."

"As the online digital media market grows on a massive scale, media companies must provide their customers with a high quality experience in order to compete with television," said Elie Habib, president and CEO of Vusion. "By providing the best end user experience and ability to reach the widest online audience, Vusion is helping Island Def Jam to ensure its ability to monetize content in a highly competitive industry."

### **About Vusion**

Vusion provides an advanced, end-to-end video distribution service that radically improves the user experience for streaming Internet video. Vusion's customers include content and digital media providers, and content delivery networks who need to offer high-quality and mixed media to large populations of end-users. The Vusion streaming video delivery service is based on cutting-edge technology, including proprietary algorithms, protocols and software. The Vusion unique instant on video service provides an end-user experience that is second to none and enables new Internet business models based on advertising, subscription services, syndication and pay-per-view with full DRM. More information is available at <http://www.vusion.com>

**About Island Def Jam**

The Island Def Jam Music Group is home to a multi-cultural and diverse family of artists and has fast become one of the most successful labels in the industry. It is comprised of Island Records and Def Jam Recordings, and is in partnerships with Disturbing Tha Peace and Slip N Slide. The roster boasts an array of talented artists including Mariah Carey, Janet Jackson, Kanye West, Fall Out Boy, The Killers, The-Dream, Melissa Etheridge, Jay-Z, LL Cool J, NAS, Bon Jovi, Ludacris, Lionel Richie, Rihanna, Hoobastank, Sum 41, Rick Ross , Young Jeezy and Ne-Yo.

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