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PRESS / NEWS RELEASE

Stratosphere Multimedia (NYC) & Interactive Multimedia Artists (CA) Launch *VirtualCast*™



“A 24-hour Full Two-Way Video/Audio Link for Interactive Meetings such as Casting Calls, Auditions, & Live On-Demand Tape transfer between New York and Los Angeles at Satellite Television Quality. Available for Hourly Rental!”

JANUARY 30, 2003 - NEW YORK, NY – **Stratosphere Multimedia** [<http://www.stratosphere-nyc.com> (212)702-0700] is a New York based visual communications studio facility located in midtown Manhattan with 3800 affiliates worldwide for hourly video conferencing suite rentals, and provides off-site mobile videoconferencing and internet broadcasting services. Stratosphere's launch of **VirtualCast**, is in partnership with **IMA-Interactive Multimedia Artists, Inc.**, a multimedia solutions firm based in Santa Monica, California. **Stratosphere-IMA** today announced **VirtualCast**, a live 24-hour link between New York City and Los Angeles in full two-way video at high resolution for three times greater image quality than traditional videoconferencing. **VirtualCast** operates at high bandwidth with 30fps satellite quality in both directions simultaneously with full duplex audio. Stratosphere-IMA established **VirtualCast** as the first 24-hour interactive link between New York and Los Angeles, and are the only companies to date who offer this service. **VirtualCast** brings the East & West Coast together in live real time connection and is designed to provide the production, television & film community the ability to conduct live interactive production meetings, simultaneously review footage, interview production staff, cast talent, and have immediate tape transfer between the coasts. **VirtualCast** sessions are available between Stratosphere's studio facility located at 55th Street on Madison Avenue in midtown New York City, and, **IMA's** studio facility located in Los Angeles / Santa Monica. **VirtualCast** bridges the distance between east and west, brings talent and decision-maker together with video quality engineered to address the most critical demands.

“VirtualCast relies on high-bandwidth professional quality videoconferencing technology enabling us to take our clients to an entirely new performance level that exceeds expectations. *VirtualCast* - When it absolutely positively has to be there - NOW!”

Lee A. Fehr, President/CEO, Stratosphere Multimedia LLC.

“IMA and Stratosphere are no strangers to the needs of the creative community. We've conducted countless videoconferences and interactive events to the point of becoming portals between NY ad agencies and LA production companies. We have consistently delivered reliable technology and facilities that meet our clients needs.”

Skip Rodenbush, Co-Founder, IMA

For more information please contact our **VC Studio Manager / Michele Roderick** mroderick@stratosphere-nyc.com or info@stratosphere-nyc.com

Visit **Stratosphere Multimedia** on the web at <http://www.stratosphere-nyc.com> or phone (212) 702-0700 for individual assistance from a Stratosphere project manager.

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