



**FOR IMMEDIATE RELEASE**

## **Phanfare Enhances Viewing of Shared Online Videos for Broadband Customers**

*Online photo and video-sharing service delivers the highest quality video viewing experience for all users based on their computer processing speed and Internet connection speed*

**Metuchen, NJ (March 8, 2007)** – Online photo and video sharing service Phanfare ([www.phanfare.com](http://www.phanfare.com)) introduces a system that seamlessly optimizes a Phanfare user's video viewing experience based on their connection speed to the Internet as well as the processing speed of their personal computer. Phanfare automatically converts shared video files into a Flash video format for easy viewing and then selects the best playback speed for whoever is watching the video. This new system will be particularly useful to the approximately 57 million Americans using Broadband services, with varying connection speeds, to connect to the Internet.

“While most of our customers have fast broadband, many of their friends and family are on slower connections,” said Andrew Erlichson, Phanfare's CEO. “By customizing the experience for each viewer, we can offer the largest high-quality videos to users with fast computers and zippy connections, while continuing to provide a smooth video viewing experience for those on slower connections with older computers.”

For Phanfare users with fast computers that connect to the Internet via cable modem, Phanfare serves video playback at an industry leading 1 megabit/second. For slower DSL and cellular broadband users, Phanfare serves video playback rates as low as 250 kilobits/second. Phanfare renders and keeps multiple versions of every customer video file to provide the best possible viewing experience.

### **About Phanfare**

New Jersey-based Phanfare, Inc. provides the fastest, easiest way to share and protect all your photos and videos. For life. Phanfare's subscription-based online photo and video sharing service provides users with private, permanent, polished, advertising-free online albums. Phanfare offers consumers personalized web galleries with unlimited storage and flexible security controls. Powerful, yet easy-to-use, patent-pending software simplifies the time and effort required by customers to create, share and maintain their albums. Phanfare also offers MyPhanfare – a web-based AJAX client that allows customers to use Phanfare's sophisticated workflow solution to

-more-

**Phanfare Introduces System  
for Improving Video Viewing Experience (cont'd)**

-2-

manage photos and videos right on the web from any online computer anywhere in the world. Phanfare was founded in 2004 by CEO Andrew Erlichson and CTO Mark Heinrich.

Phanfare is available for \$54.95 per year, \$6.95 per month or \$299.95 for a lifetime membership and is PC and Mac compatible. A 30-day free trial is available via download for both Mac and PC. The Phanfare service is free to nonprofits, schools, and religious groups. For more information visit [www.phanfare.com](http://www.phanfare.com).

# # # #

*Mac is a trademark of Apple. All other trademarks are property of their respective owners.*

**Contact Information:**

**Andrew Erlichson**  
Phanfare, Inc.  
732-494-9449  
[pr@phanfare.com](mailto:pr@phanfare.com)

**Steve Rosenbaum/Leigh Nofi**  
S.I.R. Marketing Communications, Inc.  
631-757-5665  
[sir@sironline.com](mailto:sir@sironline.com)