

485 Devon Park Drive  
Suite 106  
Wayne, PA 19087  
610.225.0761  
FAX 610.225.0766

[www.gauladvertising.com](http://www.gauladvertising.com)

## **PRESS RELEASE**

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FOR IMMEDIATE RELEASE

Contact:

Greg Lee or Dick Webster  
Gaul Advertising, Inc.  
610-225-0761  
[glee@gauladvertising.com](mailto:glee@gauladvertising.com)  
[rwebster@gauladvertising.com](mailto:rwebster@gauladvertising.com)

### **New Web Technology, InstaClip™ Revolutionizes Streaming Video Email**

Wayne, PA- InstaClip™ is a new type of streaming video email, easily played on any computer that is sent directly to a company's target market. This technological first, from Gaul Advertising, includes video production, editing, professional voiceover and titling. Advertisers using thoroughly researched opt-in email lists combined with InstaClip™ will greatly enhance response.

InstaClip™ is a fast and effective method to demonstrate a business or product, in the B to B or B to C environments. InstaClip™ is ideal for a product or service that requires demonstration in order to communicate. The potential of InstaClip™ lies in products or services that must be visually shown to prospects to be understood. Video clips can be added to emails efficiently and inexpensively, providing greater audience understanding and response.

Other uses of InstaClip™ include a 30 to 60 second video commercial that acts as a "pre website qualifier", giving viewers an idea if a full web visit is necessary. Paratherm, a Philadelphia heat transfer fluid provider, is using the product as an educational tool. Some companies are using the vehicle as a direct response vehicle, others as a video supplement to sales calls. This is effective because it ensures integrity of the message as it is passed along internally in organizations. Green Keepers, Inc. in Philadelphia is using InstaClip™ to launch a new product, "4 Yards More" Golf Tee for retail distribution.

#### **How It Works**

The audience receives an embedded video screen in the body of the email. One click on the "Play" button takes the viewer through an unseen "toll booth" which tracks

the visits and repeat viewings of the InstaClip™. Traceability allows for gauging the effectiveness of the message and email lists. The video plays, and after viewing the InstaClip™ a link below the video screen allows viewers to go directly to company websites or phones for more information.

The beauty of InstaClip™ is how simple it is to use. The file is easily emailed, requires no downloads, navigation of websites, reading or multiple links. Additional benefits to the viewer are fewer clicks, less time in viewing; less storage space used on computers, and increased information in less time.

Most videos on the web require “Flash” players, unfortunately most office computers do not have “Flash” pre-installed for downloading videos. This requires the viewer to download additional software to view a video, which is unlikely. InstaClip™ solves this problem by working with most versions of media players, maximizing viewings. Every computer sold today has some kind of media player which is automatically engaged as the InstaClip™ is playing.

InstaClip™, priced under \$10,000, is an Interactive product from Gaul Advertising, Inc. also offering webinars, and BuzzMakers™, which is an offline, low-tech, high-touch concept that Gaul has applied to the tradeshow floor.

Founded in 1988, Gaul Advertising has been developing and implementing B to B marketing communications programs (advertising, public relations, direct mail, sales promotion, research, interactive, and now word-of-mouth) for small to mid-sized organizations. Currently, the company roster includes regional, national and international industries and categories representing business, financial and professional services, manufacturing, distribution, trade associations, non-profits, retail, and technology services.

For more information on InstaClip™ and Gaul Advertising, Inc., log on to [www.gauladvertising.com](http://www.gauladvertising.com) or call 610-225-0761.

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