

Press Release

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## Landmark Ventures Hosts Media Technology Showcase 2008

Wednesday May 14, 12:22 pm ET

### Landmark Ventures Brings Together Top Media Executives and Emerging Technology Companies to Solve Real-World Challenges

NEW YORK--(BUSINESS WIRE)--Landmark Ventures, a venture consulting and technology advisory firm, will host its 2008 Media Technology Showcase event in New York next month, highlighting five cutting-edge technology firms who will present the latest in emerging technology.

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Open only to select Media executives and invitees, MTS 2008 is a private, one-of-a-kind forum for discussing trends and technologies with companies and executives that are changing the landscape of the Media and Entertainment industry.

More than 12 Corporate Panelists representing the Film, Music, Publishing, Content Distribution, Sports, and Gaming industries are expected at this year's Showcase which will focus on the current technology landscape, trends, opportunities and impact. The half-day event will include a luncheon program with the distinguished panel, as well as a Networking and Cocktail

hour. The event will be moderated by Professor Al Lieberman, Executive Director of the Entertainment, Media, and Technology program at NYU's Stern School of Business.

Landmark is currently accepting applications from companies interested in participating. Applications are due by May 19th and can be downloaded at: [www.landmarkventures.com/MTS2008/application.pdf](http://www.landmarkventures.com/MTS2008/application.pdf).

This year, the showcase will be seeking five finalists who have demonstrated superiority in their field through product innovations that deliver new kinds of high-impact, rich applications with engaging content and improved experiences for consumers.

Each applicant will face a rigorous evaluation process across a number of categories, including online video monetization, alternative content distribution, hyper-targeted advertising, mobile applications, gaming, social media and more.

For category finalists, the Showcase represents an exclusive opportunity to present technology in front of an intimate and private audience of Senior Media and Entertainment executives at the forefront of the digital revolution.

"Landmark and its network of corporate partners are reinventing the future of Media Technology and the way people engage with information in virtually every medium," said Ralph Klein, Managing Director for Landmark Ventures. "MTS 2008 is a prime opportunity for the technology community to share the results of their work with industry executives, get input and feedback, and discuss how to take their solutions to the next level. The event is

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both a milestone in the integration of Media and Technology, and a reflection of what's possible when all these creative forces come together."

#### About Landmark Ventures

Landmark Ventures is an established New York venture consulting firm working with advanced technology firms and venture capital funds specializing in strategic advisory services for boutique investment banking and technology market expansion. With hundreds of years of combined management and entrepreneurial experience, the group focuses on accelerating the market growth of its portfolio using well-defined methodologies and an established network of personal contacts across the Fortune 500. For more information, please visit <http://www.landmarkventures.com/>.

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