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CHALLENGING THE STATUS QUO: SEERO.COM CREATES A NEW FORM OF CONTENT USING GPS

Palo Alto, CA February 5th, 2008 – Seero.com has jumped into the live webcasting arena and they won't be lost in the crowd anytime soon.

The Silicon Valley New Tech Meetup event Tuesday night gave fellow web entrepreneurs the first look at 'geo-broadcasting', a new form of online content. Seero.com fuses live and on-demand video with GPS mapping to create a new way to remotely experience locations. Seero is a forerunner in a growing constituency of sites that use GPS for content creation.

One of Seero's founders, David Rothschild, framed the concept when he stated, "why try and replicate television on the web when there are a wealth of technologies like real-time GPS tracking and consumer friendly live broadcasting capabilities that can create a richer experience."

The site serves geo-tagged advertisements and facts based on their proximity to each broadcast. Dan Rummel, a Founder and Chief Technology Officer for Seero, foreshadowed the business model, "We are trying to create a great way to advertise alongside video content- which most services haven't figured out yet. Most sites serve an ad based on how a video is tagged, 'funny' for example. Funny to one person may be boring to another though. We serve ads based on location, which is objective. If you are watching a video shot in Union Square we are serving ads for nearby businesses in Union Square."

With the standardization of GPS hardware and video capabilities in mobile devices the company is poised to ride the wave of mobile development. Justin Cutillo, a founder, sums it up, "Attack a growing market and give people a product that better serves their needs. If we can achieve this and provide it in a scalable commercialized form, then people will start embracing this new form of content."

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