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Veveo Launches Free WikiTap Application for the Apple iPhone and Google Android

WikiTap is the first mobile application that lets the community micro-contribute multimedia content to the Wikipedia knowledgebase on the go

Andover, MA., November 13, 2008 – Veveo™, a driving force behind the video-anywhere revolution and the **vtap™** web video service, today announced the launch of its WikiTap application, now available for both the iPhone and T-Mobile G1 (Google Android). WikiTap lets iPhone and G1 users quickly and easily search Wikipedia to get the most relevant results from the first keystroke. The WikiTap application also allows users to actively enhance and expand multimedia content relevant to an entry by uploading photos and videos. It is the first Wikipedia application developed for the iPhone and Android that allows people to not only read articles, but micro-contribute multimedia on the go, searchable by other members of WikiTap community.

“WikiTap gives iPhone and Android users a unique way to discover, enjoy, share and contribute to the already amazing amount of knowledge that exists in Wikipedia, all from the convenience of a mobile device,” said Murali Aravamudan, CEO of Veveo. “Built on vtap technology, which delivers over 250 million media search queries per month, the iPhone and Android community now have the ability to easily search through millions of Wikipedia documents, and micro-contribute by uploading videos on any topic, from anywhere, making it an even more powerful knowledgebase for other users.”

WikiTap lets iPhone and Android users make immediate contributions to Wikipedia content, wherever they are. WikiTap also enhances the Wikipedia experience by mashing in relevant videos from vtap’s video search index. A Thumbs Up/Thumbs Down feature allows users to rate content relevance, tuning results for the community. Micro-contributions are then automatically shared with the community.

Veveo also plans to introduce new community-oriented mechanisms and partnerships with similar knowledge communities, to foster an active new community of mobile users who can incrementally enrich, refine, and annotate multimedia content on the go.

The WikiTap iPhone application is now available for free download in Apple's App Store on iPhone and iPod touch. Additional WikiTap iPhone features will be added in the coming weeks. To download the free application, visit:

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=291701649&mt=8>

The WikiTap Android application is available in the Android Market and can be accessed directly from T-Mobile G1 phone.

For more information, visit <http://vtap.com/WikiTap/>

About vtap

vtap, is a unique mobile web video search service that allows consumers to quickly and easily search, view and save relevant web videos from any source on the Internet on any imaginable topic, tailored to their individual preferences on their preferred device(s).

About Veveo

Headquartered in Andover, Mass., Veveo's mission is to become a driving force in creating a consumer mobile video habit. The company's flagship product, vtap, makes discovering, viewing and sharing mobile videos easy through its proprietary incremental search technology and by delivering a personalized feed of content directly to any screen, anytime. The service is free to consumers and features more than 230 million videos from more than 50,000 sites across the Web. Across three screens, mobile, TV, and web, Veveo's technology serves several million users, and responds to more than 250 million media search queries per month.

Veveo is actively working with mobile operators, mobile device makers, consumer electronics device makers, MSOs and IPTV operators. For more information about vtap, please visit www.vtap.com or for mobile vtap visit m.vtap.com.

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