



## European Division Of General Motors Launches Two New Car Lines Online Using EyeWonder's EYERIS G3 Instant Streaming Video Solutions

*EyeWonder®*, the leader in instant streaming video and audio solutions, today announced that Vauxhall Motors, a European division of General Motors and one of the longest established motor manufacturers in the world, has licensed the EYERIS G3™ solution to stream their TV spots within their online ads and Web site ([www.vauxhall.co.uk](http://www.vauxhall.co.uk)) content, promoting the launches of the new Meriva and Signum.

([PRWEB](#)) August 8, 2003 -- Atlanta, GA (PRWEB) August 6, 2003 EyeWonder®, the leader in instant streaming video and audio solutions, today announced that Vauxhall Motors, a European division of General Motors and one of the longest established motor manufacturers in the world, has licensed the EYERIS G3™ solution to stream their TV spots within their online ads and Web site ([www.vauxhall.co.uk](http://www.vauxhall.co.uk)) content, promoting the launches of the new Meriva and Signum.

General Motors is leveraging their TV spots within their online campaign, reaching the online audience with the same emotive messaging as TV. This allows them to create tremendous synergies between their offline and online campaigns, said Mike Griffin, executive vice president, sales and marketing for EyeWonder.

Using EyeWonder's EyeStudio® software to create instant streaming interactive video ads enables General Motors to deliver the same emotion and impact of its television ads while also drawing upon the interactive power of the Internet. The EyeMedia platform also streamlines campaign management by allowing collaboration between designers and account planners. As soon as a campaign goes live, account planners can track its success immediately via reports such as percentage of video impressions, user interaction rates, percent of video being viewed and other critical campaign metrics.

The EYERIS G3 tools allow us to quickly and easily utilize our TV assets online for various applications, including online advertising, emails and our own Web sites. The solution seamlessly delivers the impact that only true video and audio can communicate to consumers, allowing us to more effectively achieve our marketing objectives. The EYERIS G3 solution overcomes many of the barriers to providing a high quality, enjoyable consumer experience. The idea of effortlessly reaching the Internet audience with video and audio is a powerful capability whose time has come," said Paul Fitzpatrick, customer communications manager, carlines, Vauxhall Motors.

In addition to appearing on Vauxhall's site, the ads are running on several European Web sites including Autosport, Channel4, GQ magazine, ITV, iVillage (Europe), Guardian, MSN (Europe), Times, Yahoo! (Europe), and Weather.com.

### About EyeWonder

EyeWonder® is a pioneer in the development of instant streaming video on the Internet. The company's create once, play everywhere streaming audio and video software, EYERIS G3, provides a suite of streaming tools to instantly deliver audio and video content across narrowband, broadband and wireless networks without the need for any media player download, upgrade or plug-in.

EyeWonder's tools, applications and services enable clients to reach more than 97 percent of all Internet-



connected PCs, Macs, mobile and other devices; more than twice the reach of all three major video players combined. Companies and partners utilizing EyeWonder's solutions include, among others, The Coca-Cola Company, General Motors, Intel, Microsoft, NYTimes.com, Yahoo!, AOL and Paramount.

EyeWonder, Inc. is a privately held company founded in 1999 with U.S. offices in Atlanta, New York, and Los Angeles and an international office in London, England. More information on EyeWonder solutions can be found at <http://www.eyewonder.com/>



**Contact Information**

**David Raphael**

Eyewonder, Inc.

<http://www.eyewonder.com>

770-261-5071

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).