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## PRESS RELEASE

FOR IMMEDIATE RELEASE

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# GAMERSHELL.COM TAKES GAMEPLAY VIDEO STREAMS TO THE NEXT LEVEL

*Gamershell.com starts using MIG69 for streaming high quality gaming videos*

**Rotterdam, The Netherlands - October 21, 2008** - As of Monday the twentieth of October the premier online gaming magazine Gamershell.com is using MIG69 for streaming their exclusive video content. Using the video content management system MIG69, GamersHell is able to serve their visitors a reliable, very high quality video stream up to H.264/1700kbit with HE-AAC stereo sound.

MIG69 is relatively new in its segment, but is differentiating itself with high quality video streams incomparable to its competitors. MIG69 serves the visitors of Gamershell.com unique content in a quality that ensures the very high detail this type of content so heavily relies on.

To suffice the growth of the amount of video views GamersHell has to cope with, GamersHell has made the decision to team up with the founder of MIG69, Minoto Interactive Media Group. The video content that is served to the average three million visitors of Gamershell.com a month is unique in its kind, causing large peaks in traffic. The video content that is being streamed currently receives half a million views a month and those numbers are rising. GamersHell has grown immensely in the past year and is continuing to do so.

“MIG69 is able to handle this growth and has proven to be more than reliable in comparable situations,” comments CEO of Minoto Interactive Media Group, Eric-Paul Scholten. “We are equipped with the hardware, software, knowledge and dedication to support the growth of GamersHell and more customers alike and continue to live up to their high standards.”

Besides reliability being a very important issue, so is the quality of the video streams GamersHell has to offer. This type of content especially relies on a highly detailed quality, because a lot of gameplay videos for example are meant to show the beauty of a game. With a video stream up to H.264/1700kbit and with HE-AAC stereo sound, GamersHell is able to let their visitors get the maximum out of their exclusive video content. H.264 as a standard for video compression is capable of providing a really good video quality at lower bitrates than previous standards. High Efficiency AAC (HE-AAC) makes sure the sound quality meets the high video quality.

For now, MIG69 is still running in closed beta. Teaming up with launch partner GamersHell will therefore result in retrieving very useful feedback on the new video content management system. Within three weeks there will be a demo account available for our partners and the press.

### **About Minoto Interactive Media Group**

The Minoto Interactive Media Group gives the answer to the growing demand for video content management systems and a way to monetize videos. With MIG69 users can upload, share, monitor and monetize their video content and embed that video into their website. MIG69 is unique in this regards as it offers a high quality stream (H.264/1700kbit) to its viewers and users.

### **About GamersHell**

Gamershell.com is a premier online gaming magazine providing content based on all gaming platforms. GamersHell offers gamers a unique website that users visit daily to get the latest in gaming news, media, downloads, reviews, and other exclusives such as previews, developer interviews, and hardware reviews. Their content is solely exclusive and is written by a team of experienced staff writers.

**### END OF PRESS RELEASE ###**

### **MIG69 pre-release website with video quality samples**

For a sample of the high video quality MIG69 has to offer, please visit the specially developed pre-release website online:

<http://www.mig69.com>

### **Compare MIG69 with its competitors**

The Minoto Interactive Media Group has created a comparison sheet that compares the features of MIG69 with the features of some of its competitors. You can get hold of this comparison sheet by clicking the link below:

[http://www.mig69.com/docs/comparison\\_sheet.pdf](http://www.mig69.com/docs/comparison_sheet.pdf)

### **Press contact**

If you would like more information on this topic, or to schedule an interview with Communications Manager Floris Baan or with the CEO of Minoto Interactive Media Group Eric-Paul Scholten, please call Floris Baan at +31 (0)10 750 2679 or email him at [press@minoto-interactive.com](mailto:press@minoto-interactive.com).