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EarthCam Launches Webcam Site for Mobile Phone Users

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EarthCam, the leader in providing streaming video webcam software and technology, is pleased to announce the launch of EarthCam Mobile, a new webcam site for mobile phone users. EarthCam Mobile is a wireless application (<http://m.earthcam.com>) with an online companion site (<http://mobile.earthcam.com>) that enables people to watch live webcam feeds and broadcast their own personal webcam on a mobile phone. Additionally, EarthCam Mobile allows camera phone users to instantly post mobile webcam pictures to a personal online album.

EarthCam Mobile empowers people with a personal visual communications tool at their fingertips. From live views of local traffic and tourist destinations to members sharing their own webcams, EarthCam Mobile provides members with a vast amount of real-time image and weather content to watch on a wireless device. EarthCam Mobile offers users the ability to create and edit a webcam 'Favorites List', receive messages from other members, search cameras, share links with friends and view photos all on their mobile phones.

"It is our vision that camera phones will increasingly become the next generation webcams. With camera phone sales in the USA expected to double to 12 million units this year, EarthCam Mobile is dedicated to providing compelling content and applications for this exciting mobile webcam market," said Brian Cury, founder and CEO of EarthCam. "Throughout the past year, we have been working with leading wireless carriers to develop our application and will be announcing partnership agreements during the second quarter."

Members can easily manage their mobile phone account through the EarthCam Mobile online website. Offering two levels of membership - a Basic service for free and a Premium service for \$2.99 per month - EarthCam Mobile provides a suite of tools to assist with accessing and editing all the available features. The website allows members to not only search EarthCam's worldwide network of more than 1000 cameras, but also search the database of other member cams and mobile webcam albums. After creating a 'MyCam' profile, an easy-to-use interface allows members to add cameras and photos to their 'Favorites List' at anytime. Additionally, each member can customize and edit their own web page to post mobile webcam pictures from their camera phone. These mobile webcam pictures can be organized into a variety of personalized albums for private viewing or to be shared with friends.

EarthCam Mobile offers a proprietary software application, EarthCam Mobile Broadcaster, which enables members to broadcast and share their personal webcam with friends, family and other EarthCam Mobile members. The Broadcaster allows members to produce a live broadcast from a PC-based webcam to a mobile phone and invite others to view the broadcast. Provided free to members, features of the Broadcaster include motion detection with SMS alerts, multiple skins for customization, and record with playback capability.

EarthCam.com is the leading network of live webcams and, as the premier webcam portal, offers the most comprehensive search engine of webcams from around the world. EarthCam provides complete infrastructure services to manage, host and maintain live streaming video camera systems for its corporate clients. Clients include MSN, Yahoo!, Intel, AOL/Time Warner, ESPN, Panasonic, Ford, NASA, Kodak, Toys "R" Us, Turner Construction, the Army Corps of Engineers, Lockheed Martin, New York City Department of Transportation, City of Chicago, Verizon, Motorola, This Old House and Discovery.com. As the foremost provider of live images on the Internet, EarthCam webcasts events such as the Daytona 500, Mardi Gras, Bon Jovi live in concert, New Year's Eve in Times Square and the Super Bowl for the NFL. WebCamStore.com is EarthCam's full-service e-commerce site dedicated solely to providing webcam solutions.