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The Dating Channel launches 3G video dating enabled by D2see's Oxygen platform.

D2see, the specialist mobile video technical service provider, has been selected by Euro Digital Corporation - EDC, broadcasters of The Dating Channel and Gaydate TV, to build and operate its new 3G video dating service.

3G users simply video call 80228 to reach the dating portal. Via an interactive menu they can choose to upload a video profile, which subsequently get uploaded to the TV channels, or browse other video profiles. If the user wants to make contact, he can record a video message and the profiled person gets a text notification that there's a video mail waiting.

Initially the service is closely linked to the 2 TV channels, with service discovery promoted off the screen, and personal video profiles being seen on the channels. But, it's been designed from day one to be a stand-alone mobile proposition. As the awareness of the video chat portal increases, and the number of profiles increases, the 3G service will be a stand alone destination to "meet" potential dates in a safe and entertaining environment.

Jeremy Flynn, CEO of D2see commented "For dating, a picture does not say 1000 words. A much fuller personal profile can be achieved using video. The dating application developed for EDC fully utilises the inherent 2-way and interactive attributes of 3G video shortcode technology"

Anders Holst, Director of Euro Digital said: "Since the launch of our first channel in 2000 the format and services have continuously evolved. We know the importance of keeping up with new technologies and as the penetration of 3G has reached critical mass, we want to capitalise on the compelling video format and the interactive capabilities of 3G. Dating and 3G is a love match!"

For further information visit: www.d2see.com

D2see
The Barley Mow Centre
10 Barley Mow Passage
Chiswick
London
W4 4PH
United Kingdom

About D2see

D2see is the specialist video-to-mobile technical service provider. We work with content providers and new media publishers to enable them to deliver and commercialise video content onto mobiles. The D2see Oxygen platform streams pre-recorded and live content to and from the mobile phone - with a suite of applications for rapid service development, including interactive video portals, live-to-air TV participation and video blogging.

www.d2see.com

Contact:

Jeremy Flynn CEO +44 7753 584330 or +44 208 819 5713. jeremy.flynn@d2see.com

About Euro Digital Corporation (EDC)

EDC broadcast two TV channels on the Sky platform - The Dating Channel (Sky Guide 870) launched in 2000 and GayDateTv (Sky Guide 871) launched in 2002. Using SMS viewers can chat on screen in real-time or exchange SMS messages privately through a mailbox system. It is also possible to send pictures or video via MMS for broadcast on screen. EDC is directly connected to all UK mobile operators for SMS services and it also facilitates SMS connectivity to numerous clients.

Contact: Anders Holst, Director +44 20 7748 1500. anders.holst@edc.tv