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ANDERSON TAYLOR LAUNCHES MOBILE VIDEO PLATFORM

Anderson Taylor's Mobile Video Platform enables interactive video content, mobile training and surveillance from any 3G mobile device

ATLANTA, July 29, 2009 — Anderson Taylor, an innovative provider of mobile applications, today announced the immediate availability of its Mobile Video platform, a phone top application that provides privacy-protected access to interactive video content including prerecorded content and live video feeds from sources such as Web and surveillance cameras. The Mobile Video platform enables interactive advertising campaigns, mobile training (m-Learning) along with testing for knowledge retention, mobile procedural guidance, mobile conferencing and collaboration and remote surveillance and security on any 3G mobile device.

“As users grow increasingly accustomed to the freedom of mobility, service providers must be able to evolve to meet the demands of their customers,” said Bryan Taylor, Anderson-Taylor CEO. “The Mobile Video platform we offer will allow service providers to launch interactive advertisement campaigns that encourage user participation and increase message retention; provide employers with an effective method to offer more convenient and accurate training; and enable users the flexibility to monitor their property remotely via surveillance feeds sent to their handheld device. These are the types of services that will differentiate the leaders of the wireless market from their competition.”

The application will revolutionize advertising by allowing advertisers to interact with users by requesting responses from the viewers during the video clip and using those responses to upload customized promotional materials and coupons directly to the mobile device that relate to the viewer's interests. The interactive nature of the content also allows viewers to control the outcome of the video, thus encouraging participation and improving the overall advertising experience.

In addition to interactive advertising, Anderson Taylor's Mobile Video Platform can also be utilized for mobile security and surveillance purposes. Users can not only view live feeds from surveillance cameras, but actually control the position of the camera angle remotely from their mobile phone device. There is also an extra layer of protection with the application's private VPN server that is used to transmit the encrypted data to the phone.

“We view this as an opportunity for operators and content providers to enhance the user experience and improve customer satisfaction with a smaller capital outlay, faster return on investment and little to no R&D,” said Taylor. “By offering the unique services provided via Anderson Taylor’s Mobile Video platform, enterprises will improve time-to-market, differentiate themselves from the competition, increase the overall understanding of the customers’ needs and decrease customer churn.”

Anderson Taylor’s Mobile Video platform enables interactive advertising, on demand streaming video for training, secure point to point mobile video feeds, mobile access to video surveillance cameras, uploading to and viewing of video blogs, locating and viewing of video information for professionals (i.e. doctors, dentists, etc.), and mobile video conferencing for business and consumers. For additional information, please visit www.andersontaylor.com/products_mobileVideo.php

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About Anderson Taylor

Anderson Taylor is a leader in mobile software innovation, enabling market-leading companies and service providers to deliver fully customized, integrated, innovative mobile experiences in all areas of business and consumer mobility. Anderson Taylor provides Mobile Suite Platform solutions that are fully customizable for any corporate business model, allowing companies to create a unique experience for their end-users. Anderson Taylor combines its Mobile Suite software, backend and admin services and consulting expertise to help its clients alleviate expensive R&D costs, execute their strategies faster and ultimately achieve operational and financial excellence. For more information, visit Anderson Taylor online at www.andersontaylor.com.

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