

J.D. Power® and Associates invited SiSTeR Technologies to demonstrate the VideoCarLot!

Las Vegas, NV Nov 2, 2006

J.D. Power® and Associates invited SiSTeR to demonstrate its Video Car Lot, The Producer, and the world's first fully automated in-stream video advertisement system during the Automotative Internet Roundtable 2.0 even in Las Vegas, november 1-3, 2006

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About SiSTeR Technologies

SiSTeR Technologies, Inc. is a provider of applications and hosted services for the automated creation and management of multimedia marketing content for online retail and mobile environments. Pic2Vid™, the company's flagship product, is a low-cost, web-based solution that automatically generates streaming video content with voiceovers from digital photos and text, enabling Internet retailers to dramatically increase conversion rates by enhancing each product and listing with dynamic, attention-grabbing video clips. SiSTeR markets Pic2Vid directly to retailers as well as through selected resellers and strategic channel partners.

The VideoCarLot is a customized version of Pic2vid combining the video clips, the specification and static pictures of each vehicle with the "contact me" form all presented in a compact layer called the Zoomer that floats over the inventory list. This creates the first ever "one-click-to-contact" process.

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