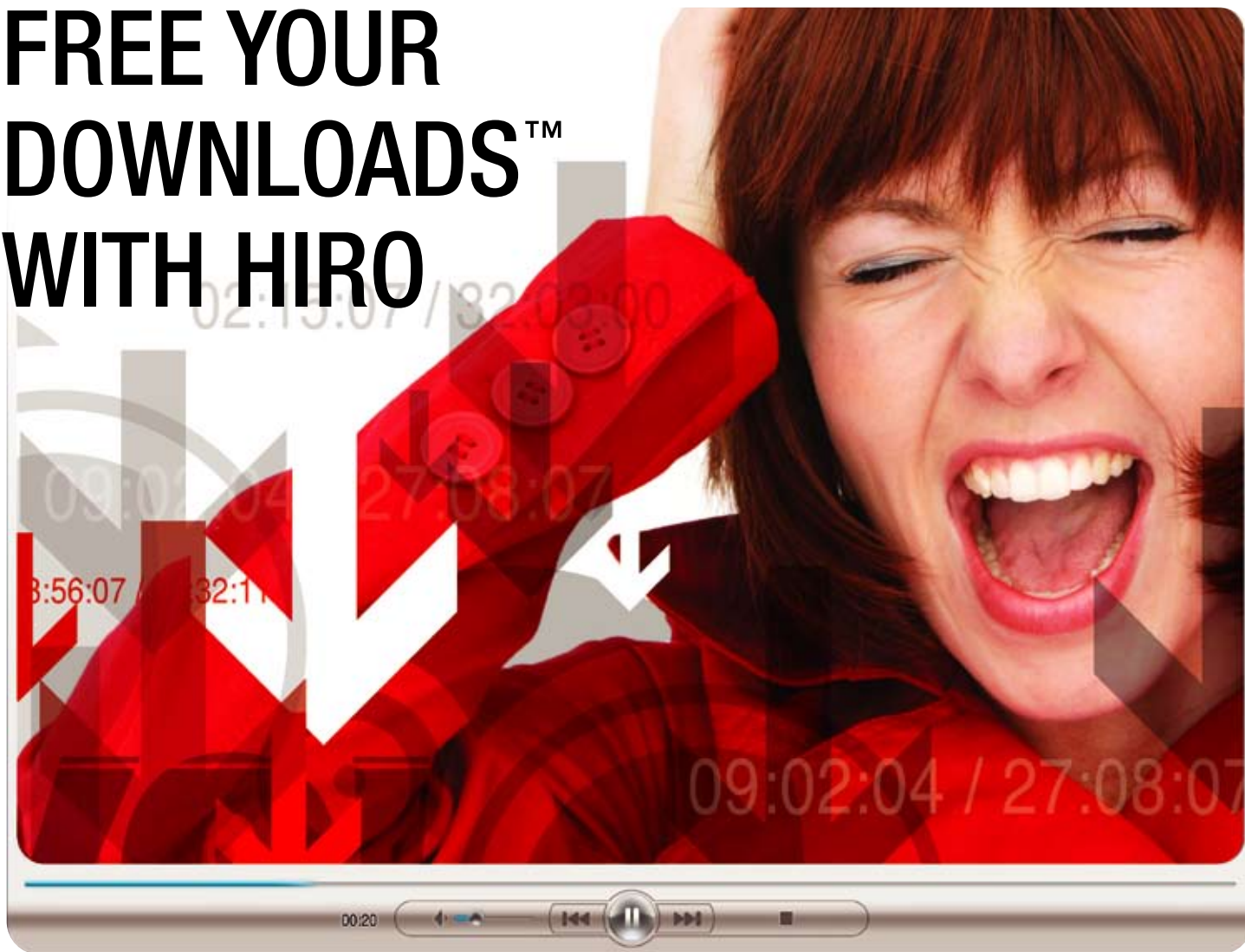


FREE YOUR DOWNLOADS™ WITH HIRO



HIRO's revolutionary Positive DRM™ enables content owners and portals to reduce their distribution costs and increase their revenues, with a ground-breaking solution that provides ad-supported, free video downloads.

HIRO's technology embeds dynamic, up-to-date and highly personalized mid-roll advertisements into downloadable video content.

The downloaded video content generates revenues each time it is viewed, whether online or offline, no matter if it was through a direct download or if it was downloaded using any P2P network or distributed through a social network.

HIRO

HIRO: The Paradigm Shift You Were Looking For

CONTENT OWNERS:

Generate new revenue streams with no up-front investment.

CONSUMERS:

Enjoy free and legal content that can be played in full screen, HD quality offline or online at their own convenience.

ADVERTISERS:

Can create pin-point personalized, time-sensitive ad campaigns, protected from stripping.



HIRO launched its first commercial product with Jetix in Israel in Q2 2005. In 2007 the HIRO system was adopted by NBC's Dotcomedy.com in the US, BT Fremantle-Media and Intel in the UK and the leading broadcasters and cable channels in Israel. In 2008, the HIRO Solution will be launched with major content providers in the United States, Australia, and the United Kingdom.

HIRO HEADQUARTERS
contact@hiro-media.com

HIRO AMERICAS
usacontact@hiro-media.com

HIRO OCEANIA
aucontact@hiro-media.com

HIRO

FREE YOUR DOWNLOADS