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Categories:	NDA, patents sent

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Steven M. Blumenfeld, Vice President and Chief Operating Officer - AOL by Phone, AOL Time Warner, Corp.

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Previously, he was Director of Strategic Alliances tasked as the Chief Liaison between GTE and Cisco Corporation. In early 1997 GTE - now Verizon - announced a strategic alliance with Cisco. It was Steven's responsibility to negotiate the alliance contract and manage the relationship in order to create a meaningful and profitable alliance.

As Vice President of Technology and Studio Operations at GTE Interactive Media, Mr. Blumenfeld was responsible for designing, maintaining and operating the leading multimedia post production data and network facility - GTE's Digital Park. Mr. Blumenfeld's areas of responsibility included: Software Tools and Technology; Network Systems and Services; 3D and 2D Graphics; Digital Park Operations; Studio Engineering; Audio and Video Post Production; Database and Archive; Full Motion Compression and Team lead for various Americast initiatives (GTE, BellSouth, SBC, Ameritech, SNET, Disney Joint Venture).

Initially, at GTE, it was Steven's responsibility to create one of the most sophisticated interactive multimedia post production facilities (1990). These studios were designed to integrate analog and digital audio and video with computers. Steven added many new features to the Digital Park including the first MPEG 1 service bureau in the country. "Being one of the first has always been a rewarding challenge," says Mr. Blumenfeld and he has

enjoyed much praise for the unique design and capabilities of this facility - still in operation today as Digital Outpost.

On the technology side, Steven has designed/built facilities that have always been considered ahead of their time. In 1980, He began the design and construction of one of the first Digital Audio mastering studios where he had the fortune to master some of the very first Compact Discs. In the mid 80's, he ran one of the first studios to adopt Component Betacam as an editing medium. Later, he was one of the first to move to D-1. Other firsts; the first Macintosh service bureau in the country was started by Steven and his partner. During this time he helped develop the first color video output card and the first animation controller for the Macintosh.

Steven worked as a digital engineer for one of the premier studios in Los Angeles - Pacific Ocean Post. Also during that time he was contracted by JPL to design and implement "Studios" for N.A.T.O in Stuttgart, Germany.

His skills in management and technology led to heading up a network development group dedicated to Online Multiplayer Games. In this role he was responsible for all network development and operations. He designed efficient network protocols, client - server communications, back office systems, authentication, etc.

Additionally, as General Manager of GTE's Internet Appliance group he specified and designed various prototype devices to be used by GTE.net. Also, Steven was responsible for developing and rolling out a multimillion-dollar trial service that allowed easy access to the Internet. This service incorporated an Internet on TV device with telephony features.

Finally, he has been a representative in many industry various forums: As a speaker at conventions - Mac World, NAB; SMPTE; In publications - the NAB Proceedings, Broadcast Engineering and various other industry magazines and on committees - HDTV, GTE's Video Strategy, T1A1.5, T1E1.4 committee for ADSL standards.

Steven Blumenfeld
The Peace Maker

Steven, otherwise known as Imperious Leader, is as intimidating as they come. He introduced the Nullsoft team to the "earn respect through fear" philosophy by administering random senseless beatings to anyone who happened to be in the office at the time. Consequently, we all work from home now. Thanks Steven. We owe you much. **mediadome, Inc. To Extend Popular Media Players**

SANTA CLARA, Calif. -- (BUSINESS WIRE) -- July 18, 2000 -- A new company focused on transforming the way PC users experience digital media content online has been formed with investments from leading technology companies Intel Corporation and Superscape.

The new company, mediadome(sm), Inc. also announced that it is launching its first product, a software application that extends traditional PC-based Internet music players (such as America Online's popular Winamp) and adds a new dimension to the way users capture, listen, and experience music content on the PC. The product is available free via download from the company's website, www.Mediadome.com <http://www.Mediadome.com>.

Launching mediadome gives the user a single environment that blends their PC music player with an Internet browser and related content into a single interface. mediadome's patent-pending technologies add motion captured animation and spatialized audio while enabling seamless web browsing between 2D and 3D within the mediadome environment. mediadome's president and Chief Executive Officer, Jay Diamond, recently joined mediadome from Intel. He and other former Intel and Superscape employees have come together to start the new venture.

"People are still accessing web media with the same interface they used in 1994, but in that same time, Internet content and services have become more sophisticated and powerful computers have become the mass market Internet access device," Diamond said. "We want mediadome to be the leader in the renaissance of the interface."

The name mediadome symbolically captures the four functions used today to experience online digital media. Like search engines, mediadome assists users in gathering online media. Similar to bookmarks, mediadome allows users to organize their personal digital media favorites. By streamlining access to existing Internet tools like browsers and media players, mediadome helps users consume media in a simplified manner. And by taking advantage of technologies such as spatialized audio and motion-captured animation, Mediadome enhances the online media experience. But mediadome delivers all of this in one unique, next-generation interface.

"mediadome's product is currently one of the most popular Plug-Ins available at Winamp.com — evidence that many of Winamp's millions of users are enjoying its astounding graphical effects today," said Steven Blumenfeld, General Manager of Nullsoft. "Beyond being a powerful, high fidelity audio player, we designed Winamp to be a flexible tool that could be expanded to enrich the digital music experience. Third party developers such as mediadome are a critical part of how we are taking the digital music to new heights."

"Today you have to open a browser, launch a player, start the player, and point and click to surf the Internet. mediadome offers you the ability to just press 'play' and do it all with just one click," Diamond said.

mediadome's model will derive revenue from two principal sources — services and advertising placement — within the context of the mediadome environment.

"mediadome is offering an innovative and compelling way to experience music online," said Steve Nachscheim, vice president and director of operations for Intel Capital. "Intel's role and investment in helping start this new company is reflective of our strategy to enrich the Internet experience on an increasingly powerful PC platform."

Kevin Roberts, CEO of Superscape, added, "We are proud to be partnered with mediadome's superior management team assembled to run the day-to-day operations. We are confident that mediadome's simplicity of execution combined with the three-dimensional ease-of-use will be captivating for online users around the world."

mediadome, Inc. is focused on transforming the Internet interface for digital media. The company was formed through investments by two of the world's leading technology companies, Intel Corporation and Superscape, PLC. mediadome's first product is a software application that integrates music players and Internet browsers into a configurable "one click" environment that is beneficial to the end user and creates an attractive community for strategic partners.

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