hyperceive™
the fourth dimension in Web design

WHAT, SOUND WITHOUT STREAMING?
CHECK IT OUT AT THE OFFICIAL ANNA FRIEL WEB SITE

hyperceive - a new product from INSIGMA Technologies is set to revolutionise the way we communicate on the Internet. End users can now log-on to Web sites and listen to information without having to download any additional plug-in software. All they need is a Web browser, a soundcard and a pair of speakers.

If you don't believe it hear for yourself at the following stars' Web sites: Anna Friel (www.netshop.co.uk/annafriel/frameset.htm); the pop group Cleopatra (www.cleopatramusic.com); and shortly, Aegean, the Internet home of George Michael (www.aegean.net/greatesthits). You can listen to music, and hear Anna Friel discuss her latest film.

hyperceive is also being used by a number of forward-thinking companies who want to add an extra dimension to their Web sites and make them easy to use and navigate. These include Eidos Interactive, Waterstones, HMV, Addison Wesley Longman and Brann Interactive. Each of these companies has seen the potential benefit of using sound to guide surfers through their Web sites.

For individuals with personal homepages through to large corporations and Web design houses*, hyperceive* adds a new dimension to the Internet. Corporations can speak directly to their clients and staff. Marketing departments can deliver messages about their products. Web design firms can create a unique atmosphere for every client's website. The only limit to *hyperceive* is imagination.

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INSIGMA
technologies

Stewart Everett, CEO for Insigma, says; "Information overload is a problem for the late 90s and is an issue which will continue into the 21st century. *hyperceive* will help prevent this. It can direct people through the Internet to different sites and areas which interest them."

hyperceive has been designed as an Internet application that can cope with Internet specific problems. For example, the audio sequence is broken down into separate components, many of which can be used over and over again from the cache memory – like a drum loop or a bass riff. In the event of a file failing to download by the time it's needed in the sequence, *hyperceive* will intelligently manage the playback of previously cached files to ensure continuous sound.

hyperceive is a completely new way of introducing audio to the web. It comes as a comprehensive audio authoring tool, full of patented net specific technology which not only serves as a powerful sequencing platform but even produces the audio enhanced web page at the click of a button.

hyperceive is available now for £152 (inc VAT).

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About INSIGMA

INSIGMA specialises in developing new media technologies. Next year INSIGMA will launch several products which build on the basic principles behind *hyperceive*.

For more information contact:

Stewart Everett / James Booth   or   Paul Bimson / Charlotte Wood
Insigma Technologies   Herald Communications
Tel: 01285 643 100   Tel: 0171 331 1300
stewart@insigma.com   bimson@herald-pr.com
jbooth@insigma.com   wood@herald-pr.com