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## Streaming Media West Conference & Exhibition Announces Programming & Speaker Roster For October Event

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MEDFORD, N.J., Jul 9, 2004 (BUSINESS WIRE) -- Information Today, Inc. (ITI) announced today the conference agenda and speaker lineup for the Streaming Media West conference and exhibition that will be held October 26-28, 2004 at the Santa Clara Convention Center in Santa Clara, California. Coming off a strong Streaming Media East show in New York in May, Streaming Media West will feature over 100 speakers along with an expanded exhibit hall. Attendees will hear first-hand tips, strategies, and practical advice that will help them put streaming and digital media technology to use in their own organizations.

The event, now in its seventh year, includes 20 individual round-table sessions covering business, technology, and content subjects surrounding digital media. The show also consists of four pre-conference workshops covering the creation, management, and distribution techniques of streaming as well as workshops on selecting and using today's encoding tools, implementing corporate communication applications and a beginner's workshop on Flash development. The West Coast show also features eight special "ROI case study presentations" from leading end-users who have adopted and implemented streaming and digital media technologies in multiple verticals.

The preliminary list of speakers includes industry executives and end users from such companies as Keynote Systems, Northwestern University, ESPN, BT Broadcast Services, Maven Networks, Harvard Business School, Bell Canada/Sympatico.MSN, Sonic Foundry, Turner Broadcasting, NASA Robotics Education Project, Apple Computer, RealNetworks, Live365, Macromedia, San Diego Union-Tribune, Daemen College, MSN TV Division, Ohio University, VBrick Systems, McGrawHill, CinemaNow, Movieflix.com, VitalStream, State Farm Insurance, Shaw Pittman LLP, Hughes Network Systems, Creative Artists Agency, Kontiki, University of Cincinnati, WebEx Communications, Shell IT International, Ben Waggoner Digital, and General Electric.

The full list of conference session subjects, descriptions, and participating speakers can be found online at [www.streamingmedia.com/west](http://www.streamingmedia.com/west).

The conference features keynote speakers who are industry practitioners and leading technology vendors sharing their implementation of streaming media technology in today's market.

On Wednesday Oct. 27, Chris Hock, director of product marketing for Macromedia, Inc., will showcase through industry examples the state of the art in video on the Web today. Additional keynotes will be announced shortly at [www.streamingmedia.com/west](http://www.streamingmedia.com/west).

In addition to the conference program, Streaming Media West includes a cutting-edge exhibit hall where attendees can explore new products and services firsthand. VectorMax is the Platinum Sponsor. For information about exhibiting or sponsorships, contact Michael Putnam at (800) 248-8466, ext. 529 or e-mail [michael@streamingmedia.com](mailto:michael@streamingmedia.com).

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Registration Information For more information, including how to register for Streaming Media West 2004, please contact ITI at (800) 300-9868 (outside the U.S. call (609) 654-6266), e-mail [custserv@infotoday.com](mailto:custserv@infotoday.com), or visit us on the Web at [www.streamingmedia.com/west](http://www.streamingmedia.com/west).

About Streaming Media, Inc.

Streaming Media, Inc. is a diversified media company serving and educating the streaming media industry and community. Originally founded in 1998, the company was sold by Penton Media to Information Today, Inc. in December of 2002. The business consists of three core areas: [streamingmedia.com](http://streamingmedia.com), exhibitions and conferences, and research and publications. Led by a team of recognized industry experts, Streaming Media, Inc. is dedicated to providing industry professionals and corporations utilizing digital media technology with global real-time news, resources, and services through editorial, discussion lists, feature articles, and much more.

About Information Today, Inc.

Information Today, Inc. is a leading publisher and conference organizer in the information and knowledge management industries. The company is widely known as the publisher of premier information and knowledge management titles such as Information Today, Searcher, ONLINE, Computers in Libraries, EContent, CRM, and KMWorld, among others, as well as the organizer of conferences and exhibitions such as InfoToday, KMWorld & Intranets, Internet Librarian, and Computers in Libraries.

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