



PRESS RELEASE

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**NOW PLAYING:
THE AVINCI INSTANT MOVIE
Application Permits Rapid Integration of Consumer Images and Video
On Line and at In-Store Kiosks**

Salt Lake City, Utah – March 7, 2007. Sequoia Media Group, LC (Sequoia), developer of the aVinci® Experience, officially announced that the company will unveil aVinci Instant Movie at PMA 07 in Las Vegas. aVinci Instant Movie is the first in the industry to spontaneously transform personal photos and/or video into compelling, emotionally charged DVD productions and related products (bundles) using the latest Hollywood effects and occasion-based storyboards.

“Nearly everyone takes digital images, either with their camera or cell phone,” said Terry Dickson, V.P. Marketing and Business Development of Sequoia Media Group. “The question becomes – ‘What can I do with my pictures?’ At Sequoia we help consumers tell compelling, artistically beautiful and emotionally charged stories.”

aVinci’s patent-pending technology provides a quick, easy and affordable way to powerfully portray the experience of life events. Consumers simply load their digital photos or video clips, choose a themed template with the latest special effects, select an appropriate musical score, and title their production. aVinci Instant Movie then renders a compelling, emotionally charged movie and produces a DVD case, DVD photo label, and a thumbnail insert. Each aVinci occasion-based template develops a storyline with an introduction, plot development, and a conclusion. Available Storyboard templates include over 300 unique occasion-based productions from popular life events and occasion titles such as Wedding, Family Heritage, Year in Review, Baby Boy/Girl, Summer Vacation, Father’s/Mother’s Day, Life Tribute, Anniversary, School Year, Sport Season Highlights, and many more.

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The aVinci Instant Movie is distributed through leading retailers and image service providers. aVinci's applications include an integration interface (API) which permits rapid integration into partner photo kiosks, photo websites, and desktop software greatly minimizing partner start-up costs. Every partner is able to integrate Instant Movie into existing applications and to brand the Instant Movie as its own product.

aVinci Instant Movie is part of Sequoia's newly launched aVinci Experience, a full product line that also includes Photostory Books, Show Me™ Photostory Cards, Movie Posters, and Web-Based Mini Movies.

About Sequoia Media Group, LC

Sequoia Media Group, LC, based in Salt Lake City, Utah, offers customers unique and innovative ways of showcasing their personal digital expressions that allows the telling of emotionally compelling, artistically beautiful, and personally inviting stories. Sequoia Media Group developed aVinci® products to simplify and automate the process of creating professional-quality multi-media productions using personal photos and videos...in mere seconds. The patent-pending technology provides a complete, refined production solution—not a complicated software tool requiring time and training to execute. aVinci distributes products through leading retailers, photo websites and image service providers. For more information, visit www.avincimedia.com.

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