

TEDXSf PARTNERS WITH LIVESTREAM TO STREAM EVENT LIVE FOR THE FIRST TIME



636 Broadway, 3rd Floor
New York, NY 10012

Phone: +1 (646) 602 2080
Fax: +1 (646) 602 2083

PAGE 1 OF 2

NEW YORK (Nov. 17, 2009) –Today's TEDxSF's next event, Creativity & Reinvention, will feature fascinating speakers, great music and more. TEDxSF has selected to broadcast the entirety of their event via Livestream, the leading broadcast platform and community for streaming media.

In the spirit of "ideas worth spreading," TED has created TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDx San Francisco where x equates to an independently organized TED event. At TEDx San Francisco, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.

The speaker lineup includes Phil Hettema, a leader in experiential entertainment, who will explore "Immersion, engagement, storytelling and creativity." Joining Hettema, Dr. Sam Wang from Princeton will explore "Willpower." Walter McGuire, who led the Earth Day and Flex Your Power campaigns, will "Shock the Social Contract" and awardwinning photojournalist Doug Menuez will present "Fearless Genius: How Silicon Valley Innovation Transformed the World." In addition, the event features world-class musician's Zoe Keating and Meklit Hadero, plus much more, including Ryan Wyatt, the head of scientific visualization at the

Cal Academy's Planetarium. Additional presentations include interactive play, creativity, photography and fashion.

Livestream allows the webcast to be embedded anywhere, including integration with Facebook and Twitter to allow users of the social media tools to engage in the ongoing conversation of TEDxSF. The conference is subsequently provided with immediate interaction with those viewers via the social stream, adding a new dimension to their live broadcast while further helping their message reach many thousands of viewers online.

The entire conference will also be live on the iPhone at <http://iphone.livestream.com>.

Watch the live event unfold at www.tedxsf.org, <http://www.livestream.com/tedxsf> or on your iPhone at <http://iphone.livestream.com> from 4 p.m. to 8 p.m. PST/ 7p.m. to 11 p.m. EST.

For more information and to register for TEDxSF Creativity & Reinvention, visit <http://www.tedxsf.org>.

ABOUT TEDXSf

In the spirit of "ideas worth spreading," TED has created TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDxSF, where x = independently organized TED event. At TEDxSF, TEDTalks video and live speakers will



636 Broadway, 3rd Floor
New York, NY 10012

Phone: +1 (646) 602 2080
Fax: +1 (646) 602 2083

PAGE 2 OF 2

combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized. TEDxSF seeks to develop and leverage the TEDx experience at a regional level, bringing together innovators and inspirational speakers in the San Francisco Bay Area.

ABOUT LIVESTREAM

Livestream (www.livestream.com - formerly Mogulus) provides everything needed to easily webcast live, build an engaged audience and monetize these efforts. Founded in 2007, the company is based in New York and includes Gannett Co. as a minority shareholder and investor.

Producers can use Livestream to create live, linear and on-demand Internet television to broadcast anywhere on the Web through a single embeddable player widget. The service comes in two flavors: Free (ad-supported) and Premium (ad-free, white-label, higher-quality). Unique features include the ability to mix multiple live cameras, overlay graphics, and desktop streaming with 3D effects.

MEDIA CONTACT:

Sue Huss, for Livestream
sue.huss@comunicano.com
619-379-4396