

## PRESS RELEASE

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### Introducing Videum.com—Health in Any Language

*Publicis Healthware International partners with dotSUB to truly make healthcare global*

**New York, USA, September 27, 2011** - Publicis Healthware International (PHI) and dotSUB, two entities on the forefront of digital media, will preview a new portal called Videum at the Health 2.0 conference in San Francisco today. The partnership's offering, [www.videum.com](http://www.videum.com), is a video portal where users from all over the world will soon be able to access health and wellness video content in any language. Offerings of the site will include the ability for multiple channels, 24/7 monitoring, maintenance, and verified translations.

By combining dotSUB's industrial strength online platform for captioning, translating, and subtitling video, with PHI's global reach for content, creativity, and understanding of the Health 2.0 ecosystem, this new portal will provide unparalleled, universal access to quality healthcare content from multiple sources around the globe.



The use of online and mobile video continues to grow rapidly worldwide in the consumer market, as does the use of health-related video by healthcare professionals. The visual nature of video is well suited to communicate the complex, technical information in the healthcare category. While the demand for global healthcare-related video is high, the costs to create quality video content remain prohibitive. Also because much of the key content is not translated into multiple languages, it is difficult, if not impossible, for healthcare professionals and consumers to take advantage of using this tool globally. This is especially true in emerging markets, where the need can be the highest. For this reason, the Videum video portal will provide a cost-effective solution for global healthcare communications using video online.

*"Video on the internet is the most powerful, yet scalable medium to communicate passion, emotion, and high-quality content. But its message must be understood by everybody",* said David Orban, CEO of dotSUB.

*"Health-related communication on a global level needs specific solutions",* said Roberto Ascione, President of PHI. *"We are partnering with dotSUB, to bring the power of online video in health and wellness to users worldwide".*

A private beta of the Videum portal will be presented at Health 2.0 Berlin at the end of October. The launch is planned for early 2012.

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## **About Publicis Healthware International**

**Publicis Healthware International** (PHI, [www.publicishealthware.com](http://www.publicishealthware.com)) is a pure digital communications agency specialized in healthcare communications, with a strong e-health communications and information technology focus. Headquartered in New York City and Salerno, Italy, PHI is a division of Publicis Healthcare Communications Group, the largest and most innovative health oriented agency network in the world.

## **About dotSUB**

**dotSUB**, [www.dotsub.com](http://www.dotsub.com), based in New York City, is the leading technology and services provider powering video viewing via captions and translations as subtitles in any language to increase access, engagement and global reach. dotSUB's Enterprise Solutions are easy, fast and cost-effective, and its clients include Adobe, Bank of America, Electronic Arts, GE, Sotheby's, Symantec, The Port Authority of NY/NJ, US Army, TED and the World Bank.

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