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SCENERA RESEARCH SPINS OFF NEW DATA SHARING ARM FOTOMEDIA TECHNOLOGIES, LLC

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Cary, NC – Scenera Research LLC, an innovation company with operations in Portsmouth, NH, Boston, and North Carolina, announced today that it has successfully reorganized to establish FotoMedia Technologies, LLC as an independent R&D arm in the photo, data and media-sharing space.

Based in the heart of the Research Triangle, FotoMedia™ is at the forefront of media sharing technology with inventions spanning media upload, organization, editing, sharing, metadata creation, tagging, sorting, and automatic organization of media. FotoMedia's innovative research has already helped leading companies establish and enhance their media-sharing capabilities through Web sites and other applications.

“This is a substantial achievement for both Scenera Research and for FotoMedia, as it positions both organizations to focus more intensely on their specific areas of innovation,” said Scenera Research CEO Ryan Fry. “This new organization allows both companies to remain agile, forward-thinking, and proactive in solving the future needs of the market.”

FotoMedia makes it possible to automatically organize and share photos and other data files online and via mobile devices in real ways that were only theory five years ago. A subsidiary of Scenera Research, FotoMedia has already established more than 75 patents and patent applications in areas connected to the online and wireless media sphere. FotoMedia's technology is found in various online photo sharing applications.

ABOUT SCENERA RESEARCH: Founded in 2002, Scenera Research is now an independent research leader in the wireless and online media-sharing industries. Through initial mergers, Scenera® coalesced significant technology and expertise through the know-how of the engineers and scientists working at these companies, many of whom have more than 25 years of research and development experience in our areas of focus. We now emphasize discovering innovative technology ahead of the demands of the market and have filed approximately 400 patent applications in the past four years.

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Online: <http://sceneraresearch.com>, <http://www.fotomedialabs.com>

PRESS CONTACT:

Ryan Fry, CEO
Scenera Research
919.233.1942

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