



## Nice Spots To Be Official Online Entry Portal for the 2008 AICP Show

November 6, 2007 (New York) – Nice Spots announced today that the Association of Independent Commercial Producers (AICP) will implement the company's technology to manage the online entry process for the 2008 AICP Show, *The Art & Technique of the American Commercial*. The 17<sup>th</sup> annual Show will be held on June 3, 2008, at The Museum of Modern Art (MoMA).

Nice Spots is an online digital collaboration, distribution, approval, archival and presentation application optimized for video that offers a secure online environment to exchange all media formats. A new, streamlined interface has been customized to meet the specific needs of the AICP as it accepts and judges entries. The AICP is also taking advantage of the advanced features within Nice Spots to improve and enhance the submission and judging process for the Animation, Graphic Design, and Visual Effects categories. The new system offers judges extra insight into the making of a spot by allowing entrants in these categories to leave text commentary through the Nice View feature, grab stills and mark up images to clearly differentiate created effects from reality. Judges will then view the spot with and without comments so they can fully appreciate the effort involved in realizing the finished material.

The Nice Spots application is a cost-effective, reliable and easy to use solution that streamlines operations, enhances global connectivity, offers a branded presentation format, drastically eliminates hard costs related to dubbing and shipping, and serves as a tool for business development and presentation. Developed by post production professionals, Nice Spots Version 1 was a robust yet easy to use solution that allowed clients to reduce hard costs by approximately 85% and attracted a user base that encompassed over 80 countries each month. 2007 brings Nice Spots Version 2.0 which builds upon the success of Version 1 with new and innovative features that enhance collaboration and distribution capabilities. New features include video and audio podcasting, distribution through QuickView email links, the ability to cut custom online webreels, the Chalkboard feature for image annotation, direct DVD outputs in NTSC and PAL formats, Reel Chat instant messaging and iPhone compatibility.

Call for entries for the AICP Show will begin January 2, 2008. "We are excited about partnering with the AICP and having the opportunity to make a great show even better," said John DiMaggio, managing director of Nice Spots. "By bringing the ease of use and unique features of Nice Spots to the AICP, entrants will find the process to be very straight-forward, while judges will appreciate the enhanced information that is now available to them."

A series of seminars, hosted by Nice Spots and AICP, will be held throughout the country to illustrate the ease of entering the Show and will familiarize people with using Nice Spots. The first session takes place Nov. 14 in Chicago at the W Hotel-Lakeshore. The next stop will be Los Angeles, where two seminars will take place – one for general audiences (Dec. 11), and another for those entering work in the animation, visual effects and graphics categories (Dec. 12). A New York

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seminar will take place on January 16. Further details will be made available at [www.aicp.com](http://www.aicp.com) as the dates approach.

#### ABOUT NICE SPOTS

Nice Spots is an internet-hosted collaboration, archival, approval, distribution, asset management and presentation tool that offers a secure online environment to work with any type of media from any platform. This application is a cost-effective, reliable and easy to use solution that streamlines operations, enhances global connectivity, offers a branded presentation format and serves as a networking tool for business development. Nice Spots is headquartered in New York. For more information, please visit [www.nicespots.com](http://www.nicespots.com).

#### ABOUT AICP

Founded in 1972, the AICP ([www.aicp.com](http://www.aicp.com)) represents companies that specialize in producing commercials for advertisers and agencies. The association, with national offices in New York and Los Angeles and regional chapters across the nation, serves as the voice for this \$5.5 billion industry, representing the creators of over 80% of all nationally televised commercials.

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