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## **Rockliffe and Visualize Video announce strategic development, sales and marketing alliance**

### **Video messaging and scalable e-mail now offered by both companies**

Internet messaging software developer Rockliffe and Visualize Video Corporation have announced an agreement to expand the market for video messaging over the Internet. Rockliffe will offer Visualize Video's Visualize Mail to its customers and Visualize Video will offer Rockliffe's MailSite Internet mail and list server products.

Under terms of the agreement, Visualize will integrate the company's new video mail product with Rockliffe's MailSite suite of Windows 2000/NT-based Internet e-mail packages. Customers will be able to add video messaging to their web-based e-mail "effortlessly and transparently," according to both companies.

"This alliance allows us to strengthen our competitive advantage in the market," said Alun Davies, European director of Rockliffe. "Now we can add video messaging to the range of services in our integrated messaging platform, which already includes the Rock Solid MailSite e-mail server, MailSite Express webmail, MailSite ListServer and MailSite's anti-relay and spam protection. With the recent addition of MailSite Pocket for WAP enabled mobile devices, our customers now have a complete and integrated package of messaging services that are unprecedented in scope."

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Visualize Video recently launched its video messaging business using a software architecture provided by Rockliffe and further developed by Visualize. "Visualize Mail offers the highest image size and quality for any given bandwidth - ingredients essential to the successful deployment of practical video mail, especially for corporate clients looking for cost-effective high-impact promotional collateral," said Ko Yu, Visualize president and chief executive officer.

"Our alliance with Rockliffe is perhaps the most important strategic relationship developed by Visualize. No company offers a better messaging platform than Rockliffe, and having Visualize Mail integrated with the MailSite products is a win-win situation for customers and both companies alike," added Yu.

As part of the alliance, Visualize and Rockliffe will continue to develop and refine the video messaging platform and products specifically for MailSite users.

### **About Visualize Video Corporation**

Visualize Video Corporation is a privately held company headquartered in San Jose, California. It is about to launch several new video messaging applications, including versions for ISPs, unified messaging companies and branded video mail and video hosting for major corporations. A demonstration of Visualize Mail is available at [www.viualizevideo.com/maildemo](http://www.viualizevideo.com/maildemo).

### **About Rockliffe**

Rockliffe is a leading developer of scaleable e-mail solutions for Windows NT/2000. Rockliffe is based in San Jose, Silicon Valley, California and was established in 1995. Its European headquarters are in Leeds, UK. Rockliffe has several thousand customers worldwide. These include leading ISPs such as Digex, unified messaging providers such as CoolEmail and large corporations including BT, Boeing, Cambridge University and UK government departments.

**MORE...**

For further information please contact Rockliffe's European Headquarters on 0113 209 5544 or visit [www.rockliffe.com](http://www.rockliffe.com).

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