

Launch of "PeerFactor High speed Downloading" : new generation solution for content and video delivery.

Paris, 16 march 2006 - PeerFactor, a French IT company based in Paris, will open non-public beta website of it's system named PeerFactor HD (High speed Downloading) next week. The system will allow webmasters to deliver large files for free or at a very low cost.

The system goal is to allow webmasters to publish content faster than with traditional http direct download. But the downloads for end users will remain as simple as usual. It will work this way :

- Webmasters provide us a large content (video, game, music albums,...)
 - The content will be pre-cached on several hundreds PCs around the world that have installed PeerFactor P2P.
 - We provide a link for the webmasters to put on their website.
- Internet users will download with a very small P2P client (200Ko) at very high speed (up to 2Mo/s).

The system will have the advantages of http direct link download (simplicity and performance) and P2P download (cost reduction and scalability). The cost and speed will remain the same for 10 or 100 000 downloads. Users won't need to know anything about peer to peer and webmasters don't teach them how to use a tool generally used for piracy. As the content will be pre-cached on several hundred computers, the system is designed to minimize and prevent system failures.

PeerFactor HD will be an ideal complement to streaming or podcast for web TV or video blog.

The cost reduction could allow high definition video delivery supported by advertisement to become a viable business.

The dedicated website will be in English and French.

User will be able to tag, comment and rate the files in the system. This will allow to increase performance as the best file will be downloaded more.

The beta period will allow PeerFactor to optimize and tune pre-caching and delivery algorithms.

Web Page to register to the beta : http://www.peerfactor.fr/peerfactor_hd.htm

About PeerFactor : PeerFactor is a Paris based private company founded in December 2005. We developed a new kind of P2P client (PeerFactor P2P). Our members install our software and get rewarded with games and free music for sharing their resources (CPU and Bandwidth).

We are developing innovative services that use our members resources :

- P2P legal content distribution (Trial Games, Trial/Free Music, movies Trailers,...).
- Services to improve search engines results.
- Services for webmasters to distribute large amount of data (PeerFactor HD).

PeerFactor P2P program is currently limited to France but will be extended to US and UK soon.

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