

Multiply launches latest version, featuring complete media management service

Fifth fastest growing social network in US Releases Multiply version 4.0 with new design, expanded features



At the press conference hosted by ABS-CBN International in Redwood City, California announcing the launch of Multiply 4.0 are, from left, ABS-CBN Global Chief Marketing Officer Jojo Ines, North America Director for Cable & Satellite Jun Del Rosario, Managing Director Chinky De Jesus, Cargo & Remittance Product Head Pia Palpal-Latoré, ABS-CBN Global COO Raffy Lopez, Multiply Founder & CEO Peter Pezaris, North America News Bureau Chief Ging Reyes, Telecom Director and Head of Retail & Theatricals Kerwin Du, Ad Sales Director Ricky Resurreccion and ABS-CBN Global Chief Financial Officer Kai Rodriguez. Photo by Rio Gache-Hernandez

BOCA RATON, FL—Multiply, Inc. (<http://multiply.com>), the fifth fastest growing social networking service in the United States, has redesigned its Web site to enhance the user experience and make it easier than ever to manage and share media, and communicate with a member's network of real-life friends and family in a safe, secure setting.

In addition to the site's newly designed look and feel, Multiply now enables its members to do even more, with new tools and features that make it a complete media management and communications tool in the cloud. Major changes include:

Multiply's Media Locker serves as a member's central home for media—making it easier than ever to publish photo albums and videos with a few clicks, while offering members a private, secure dashboard to view, organize, store and edit their media.

Fully Integrated Online photo editing tools including red eye and blemish reduction, cropping and resizing, contrast/brightness controls, exposure adjustment and auto leveling—make it easy to edit photos right from a member's Media Locker, making photo editing possible at any time, from any computer. With Version 4.0, Multiply will be the first major social network that offers photo editing integrated within its core service.

Multiply's AutoUploader is more powerful than ever, making it a simple, time-saving solution for automatically uploading media files to the Multiply Media Locker. AutoU-

loaders save, on average, 90 minutes each week in upload time with the free, quickly installed, no fuss tool. The AutoUploader provides a completely automated back up solution for a member's most precious photos and videos.

Picasa and Windows Photo Gallery plug-ins will allow members to seamlessly sync their desktop media galleries with their online media lockers.

An Expanded Selection of Photo Finishing Options, with additional themes and options for turning favorite photos into physical products, including photo books, calendars, cards and prints, give members the ability to turn their favorite photos into memorable keepsakes.

"Over the past five years, Multiply has strived to offer our members the most comprehensive tools for managing and sharing their most precious media with their real-life networks of friends and family, and to give them the most granular privacy controls of any network to help keep their content safe," explains Multiply founder and CEO, Peter Pezaris, "As we continue to evolve, our service has become the destination of choice for digital moms and dads for storing, sharing, and discussing their valuable photos and videos. Multiply 4.0, with its expanded features, gives our members a full-service solution for managing all of their personal media, with the ability to access it from anywhere, at any time, on any device."

In addition to the media-centric features, Multiply has added a number of features that will enhance communi-

cations. Status updates will enable users to share their latest activities—in popular microblogging format—with their networks. Members can now suggest connections for their contacts, making "virtual introductions" to their other friends and family on

Multiply. Multiply's redesigned inbox makes it easy for a member to decide how much of their network's content they wish to view, but also easily filter by content type and

offering quick access to top friend and group pages.

Every day, Multiply's 13 million members post over 2.5 million photos, 20,000 videos and 55,000 blog entries,

sharing them securely within their personal network, which includes direct contacts and those connected to them through real-life relationships.

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Mendoza is best director at Cannes

By **BAYANI SAN DIEGO JR.**
Inquirer.net

In a stunning dark horse triumph, Filipino filmmaker Brillante "Dante" Mendoza won the Best Director prize for *Kinatay* at the 62nd Cannes Film Festival on Sunday, May 24 (Monday morning in Manila).



Filipino film director Brillante Mendoza, right, poses with his Best Director award for the film 'Kinatay' with American director Terry Gilliam during the 62nd International Film Festival in Cannes, France, Sunday, May 24.

"I feel like I'm floating," Mendoza said, minutes after his win in the world's most prestigious film festival. "I'm so happy."

Mendoza bested past Oscar and Cannes winners, like Taiwan's Ang Lee, Spain's Pedro Almodovar, New Zealand's Jane Campion, Denmark's Lars von Trier, and the United States' Quentin Tarantino.

As the first Filipino to win the Best Director prize in Cannes, he joins the list of revered filmmakers who have won the coveted prize, including Martin Scorsese, Ingmar Bergman, Francois Truffaut, Luis Buñuel, Robert Bresson, Costa Gavras, Bernard Tavernier, Werner Herzog, Robert Altman, Joel Coen and Gus Van Sant.

Calling from backstage at the Palais' Salle Lumiere, where the awards ceremony was held, Mendoza said that winning the Best Director prize was "vindication" after his film was pummeled by critics—just like *Serbis*, his Main Competition entry in Cannes last year.

Kinatay, which means massacre, is a gritty look at the slow butchering of a prostitute with blunt kitchen knives.

Serbis, is about a family who lives in and operates a run-down porn theater with long close-ups of festering boils and overflowing toilets. ■

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