



SurferNETWORK's Video Streaming Technology Boosts Students Into Real-World Situations

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SurferNETWORK and Clarkson University have established a gratifying corporate/collegiate relationship. Through this win-win internship program, Clarkson University students are creating software and media ads for SurferNETWORK and, in return, are able to use SurferNETWORK's streaming technology to stream college events to their constituents.

Following last year's initial collaboration, several student interns are again working with SurferNETWORK to create media ads, a subscription service, lecture streaming, and podcasting programs. With assistance from SurferNETWORK, the students have gained experience by implementing their initiatives in a professional setting. As a result of this collaboration, the interns have made it feasible for parents, prospective enrollees, alumni, and sports fans to experience Clarkson University's excitement from the convenience of their own computers. The video streaming provides a way for families and friends of the students at this northern New York State university to be involved in the school's activities even though they are miles - and in some cases - continents away.

For example, a groundbreaking ceremony with New York State Governor Eliot Spitzer was available through the Clarkson media site and "Knight Chat," a weekly show about Clarkson's hockey team, was also accessible to all interested parties through the SurferNETWORK capabilities. The faculty also utilizes streaming video by incorporating it into their daily lectures. The stream can be found in the archive section through the Clarkson media site <http://media.clarkson.edu>.

President of SurferNETWORK, Bill Grywalski, said, "I am thrilled about the dedication and enthusiasm Clarkson students have shown. They are exceptional role models for today's and tomorrow's technology students." SurferNETWORK will be offering more university internships in the upcoming semesters. Discussions are in place to expand the streaming capacity of Clarkson events to keep Clarkson students ahead of the curve in the post-college environment.

Professor and Chair of the Communication & Media Department, Stephen Doheny-Farina, Ph.D., said, "The alliance between SurferNETWORK and Clarkson University has provided a fantastic opportunity to combine cutting edge, new media applications with real-world work experiences for our students in the Department of Communication & Media. We intend to keep an ongoing relationship with them." Plans include establishing streaming campus tours, tutorials, club events, and national competitions.

About SurferNETWORK

SurferNETWORK, founded in 1998, is a leading provider of Internet broadcasting services. Through its patented Lightning Stream™ technology, the company is able to provide audio and video streaming services to a variety of industries, such as radio stations, businesses, colleges, local governments, the faith-based community, and sports teams. For more information, please contact SurferNETWORK at 973.691.7420, or Jennifer Iorio at Jennifer@surferNETWORK.com.

About Clarkson University

Clarkson University, located in Potsdam, New York, is a private, nationally ranked university with a reputation for developing innovative leaders in engineering, business, the sciences, health sciences and the humanities. At Clarkson, 3,000 high-ability students excel in an environment where learning is not only positive, friendly and supportive but spans the boundaries of traditional disciplines and knowledge. Faculty achieves international recognition for their research and scholarship and connects students to their leadership potential in the marketplace through dynamic, real-world problem solving. Clarkson is on the Web at <http://www.clarkson.edu>. For more information, contact Michael P. Griffin, director of News & Digital Content Services, at 315-268-6716 or mgriffin@clarkson.edu.