**VIMEO MAKES HOLLYWOOD-STYLE EFFECTS AVAILABLE TO ANYONE**

**BY EXPANDING ENHANCER TO INCLUDE “LOOKS”**

*Partners with Vivoom™ To Bring Superior Visual Enhancing Technology To Vimeo*

**NEW YORK, Feb. 28, 2013 –**Today, Vimeo adds visual enhancements called Looks to its video Enhancer toolbox, so now everyone can apply high quality, stylistic visual effects to their videos in addition to the licensed music options currently available.

“By adding Looks, Vimeo continues to provide the tools that help people easily make better videos,” said Vimeo CEO, Kerry Trainor. “Nearly every minute you see on TV or in movies has been visually enhanced. Everyone wants the same quality as the pros, but it’s out of reach for most people. Our aim is to make these types of high quality visual effects easy and accessible to everyone.”

Vimeo users can search through a robust library of more than 500 Looks, dynamically see each Look applied to a frame of their own video (not a stock image), compare against their original and preview the enhanced video in real-time. People can browse by genre or mood, browse recommended Looks, and save their favorites. Vimeo offers innovative customization options, including the ability to adjust the intensity for each Look from 0-100% and trim the Look to apply to any part of the video.

The Looks Engine is powered by Vivoom, the visual enhancing platform built on the same cutting-edge technology that has been used by top TV and film production studios for the past 16 years. For the first time, Vimeo users can leverage this powerful engine easily through the portfolio of video filters or “Looks” to make their video look amazing. The Enhancer recommends the optimal set of creative choices based on technical analysis of the user’s video and social data to remove guesswork and make the experience fun and creative. Vimeo users can instantly try on and play with each Look to find the perfect one for their video.

“Vivoom is a great partner for Vimeo because they bring innovative technology and deep expertise in creating visual effects of the highest quality,” said Vimeo President Dae Mellencamp.“Theirs is the only Looks solution designed specifically for the unique requirements of video.”

“Vimeo understands that making video look better is a really complex problem. Users need an easy way to not only significantly improve the visual quality of their video but also add their individual style,” said Vivoom CEO Katherine Hays. “This partnership allows everyone to do that for the first time."

Vimeo will provide Looks to its registered users for free for the next 90 days. For more information, please visit vimeo.com/enhancer, https://vimeo.com/blog/post:555.

**About Vimeo**

Vimeo® is the high-quality video platform for creative people. Vimeo’s mission is to empower and inspire people around the world to create, share and discover videos. As one of the world’s largest creative networks, Vimeo has over 15M registered members and reaches a global audience of more than 93M each month. Founded in 2004 and based in New York City, Vimeo, LLC is a subsidiary of IAC (NASDAQ: IACI)

**About Vivoom**

Vivoom™ is the cloud-based video enhancing platform that lets you make each video you’ve captured one you’re happy to share. Vivoom helps you create stunning video that your friends will notice and appreciate. Your video not only looks dramatically better every time but also reflects your style because Vivoom suggests a set of Looks specific to you and your video context from a portfolio of thousands of the world’s best-performing Looks. Founded in 2012, Vivoom seamlessly integrates into digital media sites so their users can create more engaging video their friends will love to watch. [www.vivoom.co](http://www.vivoom.co/)

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