

SURVIVORS OF THE  
S H O A H  
VISUAL HISTORY FOUNDATION®

**FOR IMMEDIATE RELEASE**  
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Contact: Janet Keller  
Shoah Foundation  
(818) 777-4999  
janetk@vhf.org

**SHOAH FOUNDATION LAUNCHES NEW GLOBAL WEBSITE:**  
**[www.vhf.org](http://www.vhf.org)**

LOS ANGELES, CA; February 14, 2002 – Survivors of the Shoah Visual History Foundation, the nonprofit organization established by Steven Spielberg to videotape the firsthand testimonies of Holocaust survivors and witnesses and make them accessible for educational purposes, is breaking technological ground with a newly designed website, launched today.

The new site features an innovative video delivery system that provides a video-enhanced online experience with a unique integration of editorial and video content that is both informational and emotional. It uses brief video vignettes to demonstrate important aspects of the Foundation's work and includes actual excerpts from survivor and witness testimonies. The site includes an efficient, user-based navigational structure to support online donations and provide information about the organization.

The web site ([www.vhf.org](http://www.vhf.org)) was designed in partnership with Impossible, Inc., a Santa Barbara-based brand solutions agency, and is powered by MediaConsole™, a web-based application, developed by Irvine, Calif.-based VitalStream, that enables the distribution of content over the Internet. The project was spearheaded by June Beallor Productions in association with the Shoah Foundation. The site creates a new online identity for the Shoah Foundation to help convey the organization's messages effectively and inexpensively, as well as solicit funding. Specifically, the new site focuses on the Foundation's activities, and its mission to use its archive of visual history testimonies for educational purposes worldwide.

Features of the new site include:

- Video demonstrations of how the digital library of testimonies was collected and how the material is being catalogued for future use.
- Information about the Foundation's plans for worldwide access to the archive.
- A link to the Foundation's international newsletter.
- Descriptions and purchase information pertaining to each of the Foundation's educational products.
- Portions of actual testimonies of survivors featured in Shoah Foundation educational products.

According to Shoah Foundation President and CEO, Douglas Greenberg, "The new website is the first step in broadening public access to the astounding collection of eyewitness testimonies in the Shoah Foundation archive.

*(more)*

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"It offers users with high-speed connections the opportunity to see and hear the faces and voices of a few of the remarkable people whose testimonies we have recorded. In the future, as broadband access to the Internet becomes more generally available, we will be able to offer and even larger cross-section of testimonies to the general public. "

Scott Mildren, CEO and Executive Brand Architect of Impossible, Inc. remarked, "We are honored to be associated with the Foundation and to have been selected to work on this project. This is an excellent opportunity to use today's technology to preserve history, increase awareness and expand the Foundation's global presence."

**About Impossible, Inc.:**

Founded in 1999, Impossible, Inc., a strategic brand solutions agency, is dedicated to generating brand value by providing an integrated set of business, creative and technological solutions that strengthen its client's market position and brand equity. Impossible uses its expertise in strategic planning, design and engineering to provide solutions that help clients identify and capitalize on brand-based opportunities to improve their operations, expand their markets and grow their businesses. The company builds sophisticated software, Internet and creative solutions, melding technology and traditional marketing to create brand-centric solutions. Impossible, Inc. is headquartered in Santa Barbara, California, the company is located at 1222 State Street, Suite 250, Santa Barbara, CA 93110; tel: 805.560.0508; fax; 805.560.0608 and by visiting [www.impossible.com](http://www.impossible.com).

**About VitalStream, Inc.:**

VitalStream, Inc. is a leading provider of products and services that enable the digital broadcast of audio and video content and other communications via the Internet. VitalStream provides audio and video streaming, web conferencing, advanced media hosting, payment processing, and consulting services. The Company's unique mix of services and technology enable businesses to leverage the global reach of the Internet to distribute their media content to targeted audiences worldwide. For more information regarding VitalStream, Inc., call 800-254-7554 or visit the company's Web site at [www.vitalstream.com](http://www.vitalstream.com).

**About the Shoah Foundation:**

Since Steven Spielberg established Survivors of the Shoah Visual History Foundation in 1994, the Foundation has videotaped the testimonies of more than 50,000 Holocaust survivors and witnesses in 57 countries in 32 languages. Today, the Shoah Foundation endeavors to overcome prejudice, intolerance, and bigotry—and the suffering they cause—through the educational use of its visual history archive worldwide. To this end, the Foundation preserves and provides access to the archive; builds and supports educational programs; and develops educational products based on the testimonies. These products include two CD-ROMs, *Survivors: Testimonies of the Holocaust* (English-language); and *Erinnern für Gegenwart und Zukunft / Remembering for the Present and the Future* (German-language). The Foundation has also produced eight documentary films; three in English, including the 1998 Academy Award winning *The Last Days*; and five foreign-language documentaries, known collectively as *Broken Silence*, for international television broadcast in Poland, Argentina, Russia, Hungary, and the Czech Republic. Individuals interested in supporting the Shoah Foundation are encouraged to call 818/777-4673 or write to PO Box 3168, Los Angeles, California, 90078-3168. For more information, visit the Foundation's homepage at [www.vhf.org](http://www.vhf.org).

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