

The Digital Lifestyle Providing Live Video of iPhone 3G S Launch

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The Digital Lifestyle will be bringing live updates from outside the Fifth Avenue Apple Store throughout Thursday and Friday morning. The site has partnered with Matt Dodd and Sidney San Martin from TheiLife, who will be in line outside the Fifth Avenue store beginning at 7AM ET Thursday. The pair will be giving live updates during their 24 hours in line, culminating in the live unboxing of the new iPhone.

Philadelphia, PA - The Digital Lifestyle, the online Apple news and lifestyle channel will be bringing live updates from outside the Fifth Avenue Apple Store throughout Thursday and Friday morning. The site has partnered with Matt Dodd and Sidney San Martin from TheiLife, who will be in line outside the Fifth Avenue store beginning at 7AM ET Thursday. The pair will be giving live updates during their 24 hours in line, culminating in the live unboxing of the new iPhone.

The live coverage is the result of a partnership between The Digital Lifestyle, streaming services provider Livestream, and streaming hardware provider LiveU.

"This is the next groundbreaking product from Apple, and we're proud to be unveiling it live from Fifth Avenue," said Ryan Ritchey, TheDigitalLifestyle.tv producer. Additionally, the site is looking for people waiting in line around the world to provide live video of the experience. "It would be great to have reports from across the U.S., as well as the other five launch countries," Ritchey said.

Live video updates will go on throughout the day, with notification via Twitter @TDLLive. Anyone planning to be in line for the launch at any Apple or AT&T store is invited to contribute. The site is also seeking videos shot with the new iPhone for future programming.

About Mogulus

Based in New York, NY, Mogulus is the most powerful live broadcast platform on the Internet. Producers can use the Mogulus browser-based Studio application to create live, scheduled and on-demand Internet television to broadcast anywhere on the Web through a single player widget. Unique features include the ability to mix multiple live cameras, imported videos clips, and overlay graphics. The service was launched in November 2007 and include Gannett Co. as minority investor.

About Liveu

Based in Saddle Brook, NJ, LiveU designs, develops and provides a real-time video uplink solution at broadcast quality which provides instant setup time and connects to any video camera. LiveU frees video broadcasting from uplink limitations and allows the color and excitement of live broadcasts to be shared by TV Broadcasters, Web Portals and Video Pro-summers, anywhere, anytime.

The Digital Lifestyle:

<http://www.thedigitallifestyle.tv>

The Digital Lifestyle Live Video Page:

<http://www.thedigitallifestyle.tv/watch>

The Digital Lifestyle was founded in November 2007 as the only 24-hour online video network dedicated to Apple news, rumors, and lifestyle. The network was created by former

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Apple employees who bring a unique perspective to current Apple news and rumors.

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Link To Article: <https://prmac.com/release-id-6139.htm>
