

# Internet In Our Lives

## An Online Network Of Instructional Videos

(NAPSA)—The Internet has increasingly become a primary source for video content—ranging widely in both subject matter and quality. But for many people, there's just too much to sift through in order to find what they need—especially when what they're looking for is useful, educational, “how-to” type material.

Fortunately, there's now a Web site that not only serves as a storehouse for instructional videos on subjects ranging from basic dance steps to building a barbecue, but also gives producers of such videos the opportunity to reach a worldwide audience. Simply put, the site has collected the best instructional videos available online and has made them available—for free—in the easiest possible way.

Graspr is the only site where learners, users and creators of videos can edit, watch, collaborate on and syndicate to make money from instructional videos. Since its launch in September 2007, the site has sourced and filtered over 20,000 high-quality instructional videos—across 17 categories, updated all the time—from leading producers and experts across major lifestyle markets.

Graspr's proprietary technology lets producers upload multiple videos simultaneously, edit them online and easily make them available for syndication worldwide. The site's unique video player streams a collection of videos, lets you jump to different scenes within a video, play in slow motion, add a note within

A screenshot of the Graspr website interface. The top navigation bar includes the Graspr logo, a search bar, and links for 'Welcome Home', 'About Us', 'Sign Up', and 'Help'. Below the navigation, there are tabs for 'VIDEO COLLECTION', 'PEOPLE', 'BY GRA SPR', and 'BY PRODUCTION'. The main content area features a video player with a play button and a progress bar. To the right of the video player is a table with columns for 'Category', 'Views', 'Likes', and 'Dislikes'. Below the video player, there are 'Related Videos' and 'About This Video' sections. A small 'TM' trademark symbol is visible in the bottom right corner of the interface.

**Whether you want to learn how to cook, train your dog or play the guitar, there are useful instructional videos available online.**

the video or add an attachment to it.

“Graspr is like having a production assistant, agent and publicist wrapped into one,” says site founder Teresa Phillips, a former executive at both Yahoo! and Time Warner. “You provide us with your videos; we help people notice them, use them and help you make money from them.”

Members of the Graspr network, which is free to join, earn income in three ways: by uploading and syndicating videos, by embedding videos on their Web sites or blogs and by referring new members who subsequently upload or embed videos.

The goal of Graspr is to help consumers realize everybody is an expert in something and to share their knowledge using the power of video. This site is playing an important role in challenging video enthusiasts to reveal the expert in each of us and make the world a smarter place.

To learn more, visit [www.graspr.com](http://www.graspr.com).