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**ATV Video – Rocklin New Virtual Spokesperson Program Improves Website Sales
Rocklin, CA (4/12/2007)** – ATV Video Technologies in Rocklin, CA announces that its New Virtual Spokesperson Program Improves Website Sales.

ATV is excited to announce a breakthrough in technology that will allow websites come to life! Never before has there been the opportunity to captivate a web audience like you can right now, with a Virtual Spokesperson. Studies have shown that adding a Virtual Spokesperson (VSP) to a website will better engage your visitors, keep them at your site and result in more sales and revenue.

Bill Murphy, President of ATV says “Our goal at ATV is to create powerful connections with our customers, and we carry that philosophy into everything we do. The launch of our virtual spokesperson program is a fantastic way for organizations to better connect with their visitors. This new technology is just the beginning of the convergence of TV and the internet. Stay tuned.”

Dan Cunningham, Creative Director states “Using real people on you website has a number of benefits that increase the effectiveness of your website, sales and lower cost. Adding a Virtual Spokesperson to your website can set you apart from your competition, helping your visitors navigate to important areas of your web site, emphasizing any promotions and why they should consider doing business with you.”

ABOUT ATV Video – ATV Video, headquartered in Rocklin, Calif., is a leading Communications solutions provider through video production, audio visual system integration, event management and video services.

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