



## AIMIA announces raft of supporters for 2005

National industry body representing the Interactive Media sector acknowledges vital support of Australian and Australian-based companies

The Australian Interactive Media Industry Association (AIMIA) has announced the 2005 patronage of Google, I-Nex, Hill & Knowlton, Marconi, WebCentral, LG, LaVolta and Viocorp for its year-long program of Awards and industry development activities designed to further the knowledge bank of the local interactive media industry.

"With the backing and support of so many well-known brands, AIMIA is looking forward to a very successful 2005," said AIMIA CEO, John Butterworth. "Joining BigPond, our new group of patrons will not only show their support for the 11th AIMIA Awards next month, but all the events and seminars we conduct throughout the year in consultation with the interactive media sector."

### SILVER LEVEL PATRONS FOR 2005 ARE GOOGLE, I-NEX, HILL & KNOWLTON AND MARCONI

**Google** Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising programme, which is the largest and fastest growing in the industry, provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley, California with offices throughout North America, Europe, Asia and Australia. For more information, visit [www.google.com.au](http://www.google.com.au).

**I-Nex** is an Adelaide-based Australian information technology company. It provides personal, understandable and dependable business solutions with capabilities that custom business management systems, software development, network management and website design.

**Hill & Knowlton** is one of Australia's leading communication companies providing marketing and public relations services to a range of national and international clients. Hill & Knowlton is a full-service agency offering clients a range of services including corporate positioning, consumer and business-to-business marketing, product launches, stakeholder communication, government relations and investor relations.

**Marconi** is a global telecommunications company which has been at the front-line of modern communications technology for over 100 years, since Guglielmo Marconi sent the first international wireless message from Wales to Newfoundland in 1901 and launched the age of radio. Today Marconi is leading the advance to broadband - partnering with emerging and established carriers to deploy the high-bandwidth broadband infrastructure and high-speed, last-mile access solutions vital for profitable participation in the rapidly evolving network- and Internet-centric Information Age.

### BRONZE LEVEL PATRONS FOR 2005 ARE WEBCENTRAL AND LG

**Baker & McKenzie** - Baker and McKenzie's strong information technology and communications practice group provides expertise across a wide range of areas including IT, systems and software development, network security, e-commerce, telecommunications, outsourcing, licensing, privacy, procurement, new media and broadcasting related issues. The firm specialises in the areas of information technology & communications (IT/C), intellectual property, construction, commercial real estate, tax, energy and climate change (environment), trade practices, banking & finance and corporate including private equity, mergers and acquisitions. Baker & McKenzie is a premier Australian law firm with more than 40 years experience in the local market. Its offices in Sydney and Melbourne are part of the Baker & McKenzie global network that comprises 69 offices in 38 jurisdictions, speaking more than 60 languages.

**LG** was launched in Australia in 1997. An innovative product range, supported by extensive marketing campaigns has led to strong sales growth with the company having over 250 employees nationwide with branch offices in New South Wales, Victoria, Queensland, South Australia and Western Australia. In line with its global philosophy, LG Electronics Australia sets new benchmarks in digital and marketing innovation.

**WebCentral** is one of the largest web and application hosting companies in the Asia Pacific region, offering shared, dedicated and enterprise-grade managed solutions. Winner of the Microsoft Global Hosting Provider of the Year Award in 2004, WebCentral has a very strong partner reseller program that boasts many of Australia's premier interactive developers within its ranks.

### AWARDS LEVEL PATRONS FOR 2005 ARE LAVOLTA AND VIOCORP

**LaVolta** is a specialist Executive recruitment firm that looks after the Digital Markets. The Australian partner to the world wide search and consulting network of Aravati Global LaVolta has an international network that gives clients and candidates access to 12 countries across Asia Pacific, Europe and the Americas.

**Viocorp** is a streaming media company specialising in the production, broadcast and distribution of video and multimedia content over the internet.

"We welcome the support of each and every patron and thank them for both their foresight and belief in the local interactive media industry," said Mr Butterworth. "When I look at this list of names, I see some of the most progressive and engaging Australian businesses in their respective fields and I feel this is further highlighted in their support of AIMIA."

### ABOUT AIMIA

AIMIA is the peak body representing the Interactive Media and Digital Content industry. Founded in 1992, AIMIA promotes growth and success in the

Australian interactive media industry and its services include acting as a lobby group, providing industry news, hosting professional functions, and organising its annual Interactive Media Awards. AIMIA members are drawn from the broad spectrum of the Australian IT industry, including producers and developers of digital content and applications for interactive platforms such as broadband and narrowband internet services, interactive television, wireless, CD/DVD media and games consoles. AIMIA also delivers export assistance to members.