



Brightbox - A powerful Direct-Marketing TV-Internet combination

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PR9.NET January 02, 2006 - San Diego, CA - Entrepreneurs can now migrate their direct-response marketing campaigns from the Internet to Television using streaming video infomercials as a result of an agreement between IncomeHarvest and Brightbox Inc.

An infomercial quickly builds customer loyalty and delivers a powerful, focused message so as to solicit a specific, quantifiable direct response. Infomercials are migrating to the Internet due to advances in video-streaming technology - early adopters are maximizing their sales and setting new standards for direct response marketing.

Successful infomercials speak to universal desires: fitness & diet, health & beauty and business opportunity. In addition to offering a quality product, infomercial success depends on:

- Affordability: Stay within the \$29 to \$999 price-points
- Benefit: Solve a problem; provide maximum benefits
- Credibility: A good host is vital
- Demonstrability: Seeing is believing

Businesses and entrepreneurs now have the ability to create a series of low-cost infomercials and present them in a highly entertaining way.

IncomeHarvest and Brightbox Inc. have expedited the process whereby a business or entrepreneur can partner with a "niche specific" content provider and create a channel with extremely high consumer interest. Brightbox Inc. rapidly creates these channels at very low cost (or no cost, with a revenue sharing agreement in place).

The next channel to be activated is called Gourmet Simply Done!™ and features gourmet cooking programs. The business sponsoring the channel provides flash frozen gourmet foods shipped direct to the consumer. The synergy is natural.

And Brightbox™ (www.brightbox.info), an enhanced TiVo-like "convergence" box, allows these channels to be viewed directly on television.

Brightbox™ functions as both a Personal Video Recorder (PVR / PDR / DVR) and Media Center - it also supports video conferencing, Karaoke and The Learning Network™ which provides over \$47,000 in personal and business development content.

Lee Matthews, President of IncomeHarvest, stated: "We match content providers with business owners and entrepreneurs. Together they create highly interesting consumer channels. We also market Brightbox™ - a device which gives consumers the ability to view this content where they're most comfortable, in front of their TV. Brightbox™ content is always unique and its community is growing - we love it."

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About IncomeHarvest.com

IncomeHarvest, a world-wide marketing organization established in 2005, introduces an advanced Global Private Network, known as Coil, to individuals and businesses that interact via the Internet. Coil's secure Internet operation provides a host of communications and organizational tools and has a powerful built-in collaborative capability. IncomeHarvest also promotes personal and business development programming via Television and the Internet.

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