



COINCIDENT LAUNCHES VINJA - FREE MUSIC VIDEO APP FOR IPAD USERS

VINJA, the FREE music video iPad app, has launched in the iTunes app store and is the perfect time sink for music lovers everywhere this holiday season!

Vinja - the Video Ninja - takes its users on a musical journey, connecting related and influential artists to one another via a simple YouTube video search. It's the music-video equivalent of six degrees of separation: how closely related is Wolfgang Amadeus Mozart to Jimi Hendrix? You might be surprised!

Here's how it works: Just tell Vinja the name of a band or artist and it will find their top music videos. Then, while watching the videos, check the related artist lists to discover other artists who have been influencers of, or influenced by, the selected musician.

Key Features:

- Search artists while watching videos
- See three types of related artists at once - "similar," "influenced by" and "followed by"
- Share a link to the video you are watching direct to your Facebook friends
- Turn you iPad into a controller and broadcast videos to any air server-compatible monitor, such as AppleTV or your laptop

Vinja was developed by SF-based technology company, Coincident, as a result of its participation at the Video Hack Day SF competition sponsored by YouTube, Netflix, Rovi, Mashery and Rotten Tomatoes held in October. Coincident's "music explorer" prototype won first place in two categories - "Best Use of YouTube API" and "Best Use of Rovi API." Given the positive reaction for the app, Coincident decided to enhance the prototype and give it a more consumer-friendly UI - enter, Vinja!

You can find the Vinja app in iTunes here:

<http://itunes.apple.com/us/app/vinja/id489935947>

Vinja is also available in the Google Chrome Web Store as well as online at www.vinja.tv.

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