Dealers Can Now Add Video to Online Vehicle Listings with Kelley Blue Book's CDMdata and CDM Dealer Services

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CDMdata Inc. (http://www.cdmdata.com/), a Kelley Blue Book company, has signed an agreement with SiSTeR Technologies, an industry leader in online retail multimedia content, to allow dealers to quickly and easily add short video presentations of vehicle listings to CDMdata customers.

Through this new agreement CDMdata will offer its dealer customers the ability to add video to vehicle listings to more effectively market their vehicle inventory utilizing SiSTeR Technologies' Producer software, part of the SiSTeR-Prize suite of software. New and used vehicle shoppers who visit a CDMdata dealer's Web Site will then be able to access an audio and video walk- around of the vehicle, in addition to the traditional text-and-picture listings.

"With broadband penetration approaching 70 percent over the next year, vehicle shoppers want, and expect, video presentations. Sight, sound and motion is what interests shoppers and keeps them on the dealer's site," according to Israel Alpert, president, SiSTeR Technologies. "The longer a dealer retains a shopper on their site, the less time a shopper has to visit a competing dealer."

Based on SiSTeR Technologies' data, vehicles supported by video presentations keep shoppers on dealer's Web sites up to 20 percent longer.

"Our DigitalLot™ Solution and full service company, CDM Dealer Services, provides dealers the ability to manage and market vehicles faster and more accurately, generating a greater level of sales in shorter periods of time," said Damon Johnson, vice president of business development, Kelley Blue Book. "The SiSTeR Technologies video listings are a logical extension of our focus to help dealers find new ways to effectively and efficiently market their vehicle inventory to consumers."

CDMdata customers can now have video added to their listings quickly and easily. Using SiSTeR Technologies' automated templates with text-to-speech technology, no additional effort is required by CDMdata dealer customers. With a fully automated means of creating and posting video, dealers enhance their inventory, but improve the consumer experience and ultimately increase sales.

About SiSTeR Technologies (http://www.videocarlot.tv/)

SiSTeR Technologies is a leader in developing software solutions that enable targeted video marketing communications across a range of industries. The SiSTeR-Prize solutions include both Producer and Publisher software.

About CDMdata Inc. (http://www.cdmdata.com/)

CDMdata Inc. provides unparalleled technology and industry-leading service to the automotive industry. CDMdata Inc. solutions increase client's revenues by increasing productivity and data accuracy. CDM provides proprietary hardware and software solutions that streamline inspection, valuation, distribution, marketing and Internet sales processes. CDM's flagship product is the DigitalLot™ Solution, which provides automotive dealers with the hardware and software they need to manage the collection and distribution of automotive information over the Internet. CDMdata Inc. is a Kelley Blue Book company.

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