



## Press Release

### For Immediate Release

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TheBroth, The Global Mosaic RECEIVED "OFFICIAL HONOREE" DISTINCTION  
FOR THE 11TH ANNUAL WEBBY AWARDS

TheBroth, The Global Mosaic Recognized by Top International Honour for the Web

**Perth, Australia – April 11, 2007** – The Webby Awards, the leading international honour for the Web, today recognized TheBroth, The Global Mosaic as an Official Honoree, a distinction that recognizes work exhibiting remarkable achievement. The work is produced by Perth-based developers TheBroth Pty Ltd.

Hailed as the "Oscars of the Internet" by the New York Times, The Webby Awards is the leading international award honouring excellence on the Internet, including Websites, Interactive Advertising, Online Film & Video, and Mobile Websites. The awards are judged by the International Academy of Digital Arts & Sciences, a global organization that includes David Bowie, Harvey Weinstein, Arianna Huffington, Matt Groening, Jamie Oliver, internet inventor Vinton Cerf, and RealNetworks CEO Rob Glaser.

"The Webby Awards honours the outstanding work that is setting the standards for the Internet," said David-Michel Davies, executive director of The Webby Awards. "TheBroth's Official Honoree selection is a testament to the skill, ingenuity, and vision of its creators."

TheBroth.com is a novel interactive web application for live art collaboration. "Our motto is 'Live art collaboration that's fun!'", explains Dr Markus Weichselbaum, founder of TheBroth. "TheBroth invites you to explore a new mosaic-like art form that combines the fun of artistic self-expression with the joy and endless possibilities of shared creativity."

The 11th Annual Webby Awards received a record 8,000 entries from over 60 countries and all 50 states. Out more than 8,000 entries submitted, fewer than 15% received this honour and were deemed an Official Honoree.

"We're very proud to be recognized for our contribution", says Weichselbaum. "The TheBroth.com web site aims to be a pioneer for the convergence of digital collaborative art, social networking and multiplayer online gaming, offering a unique and novel web experience that everyone can enjoy. Being an Official Honoree of the 2007 Webby Awards is a great honour and confirms our vision for

novel internet applications that emphasize and facilitate user-created and shared content and creativity.”

**About TheBroth, The Global Mosaic:**

TheBroth.com is a novel web-based art form that allows people from all over the world to work together to create mosaic art. Each “room” has 1000 coloured tiles that can be moved and rotated simultaneously by everyone in the room. Artworks can be displayed in the gallery for everyone to see and give feedback. Through the gallery, user blogs and discussion forums, TheBroth global community art network exchange ideas and work on projects together. Not only is it a great way to meet others creatively in cyberspace, but it’s also possible to work on your individual creations. At TheBroth, anyone can be an artist, whether you’re a beginner or very experienced. TheBroth offers a unique and fun art experience where everyone can become part of an exciting cyberart community.

For more information, visit [www.thebroth.com](http://www.thebroth.com).

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**About The Webby Awards:**

Hailed as the "Oscars of the Internet" by the New York Times, The Webby Awards is the leading international award honouring excellence on the Internet, including Websites, Interactive Advertising, Online Film & Video, and Mobile Websites. Established in 1996, the 11th Annual Webby Awards received a record 8,000 entries from all 50 states and over 60 countries worldwide. The Webby Awards is presented by The International Academy of Digital Arts and Sciences. Sponsors and Partners of The Webby Awards include: Adobe; The Creative Group; Verizon; AOL Video; dotMobi; Level3; Adweek; Fortune; Reuters; Variety; Wired; IDG; Brightcove; PricewaterhouseCoopers; 2advanced.Net; KobeMail and Museum of the Moving Image.

**About the International Academy of Digital Arts and Sciences (IADAS):**

The International Academy of Digital Arts and Sciences is dedicated to the creative, technical, and professional progress of the Internet and interactive media. The Academy is an intellectually diverse organization that includes over 500 members consisting of leading experts in a diverse range of fields, such as musician David Bowie, Internet inventor Vinton Cerf, Naked Chef Jamie Oliver, The Body Shop president Anita Roddick, fashion designer Max Azria, “Simpsons” creator Matt Groening and Real Networks CEO Rob Glaser. The Webby Awards and The International Academy of Digital Arts and Sciences are registered trademarks of International Data Group. For more information, visit [www.iadas.net](http://www.iadas.net).

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