



VIMEO AND HONDA ANNOUNCE PUBLIC PROJECTION MAPPING PERFORMANCE
BY INTERACTIVE ARTS AND TECHNOLOGY COLLECTIVE seeper

Projection on Frank Gehry Designed IAC HQ to Culminate Vimeo's Festival and Awards

NEW YORK, Sept. 30, 2010 – Online video sharing site Vimeo®, an operating business of IAC [NASDAQ: IACI] together with Honda as part of the all-new CR-Z sport-hybrid coupe campaign, today announced British arts and technology collective seeper.com, is to make its US debut by radically transforming the iconic Frank Gehry-designed IAC HQ on the West Side of Manhattan.

One of the largest architectural projection mapping performances to take place in the US, seeper's open-air display allows for real-time 3D content to be projected and aligned to real world objects—in this case, the IAC building at 555 W 18th Street, IAC HQ and home to Vimeo.

Architectural projection mapping is an emerging medium that pushes the boundaries of art and technology. It is fitting that this performance has been chosen as the culmination to the inaugural [Vimeo Festival + Awards](#) since the artists were discovered and commissioned for this event through their profile on the Vimeo website.

“This performance is way beyond the act of simply showing a film outdoors, it is an optical artistic transformation of an existing architectural artwork,” said Dae Mellencamp, Vimeo's General Manager. “Taking inspiration from the Vimeo Festival itself, the structure of the iconic building, and the groundbreaking technology and sleek design of the Honda CR-Z, the projection mapping will bend reality with light. On October 9, our primitive sense of perception will be expanded as light plays wonderful tricks on our eyes.”

“Our aim is to recreate a Victorian sense of magician-ship,” said Evan Grant, founder of seeper.com. He continued, “I love the IAC building, its stunning lines and immediate reference to water. It looks as if it's about to set sail on the Hudson. The opportunity to make this structure take on a new 'seeper' form is an honor and a challenge.”



“Honda is proud to sponsor this not-to-be-missed event as part of the CR-Z marketing campaign,” said Tom Peyton, senior manager, national advertising, American Honda Motor Co., Inc. “Celebrating the Festival’s themes of innovation and inspiration, the all-new CR-Z sport hybrid coupe reveals how opposites in harmony—like sport and hybrid—can come together to create something compelling and powerful. This spirit echoes the Vimeo community’s creators who continue to push the boundaries of creativity in radical and unexpected directions.”

seeper’s projection mapping performance is free and open to the public. It will begin at 10pm on Saturday, October 9, 2010, and run for approximately 10 minutes. For optimal viewing, guests are invited to gather in the Edison parking lot immediately opposite the main entrance of the IAC building. Entrance to the parking lot is located at 18th Street and 10th Avenue.

The two-day Vimeo Festival features an amazing [schedule](#) of events including screenings, workshops, seminars, and panel discussions from some of the most successful and respected members of the film and video community. Tickets are still available at [Vimeoawards.com](#).

About seeper.com

Founded in 1998, seeper is an arts and technology collective specializing in real world interactive installations and performances. Leading with innovation, seeper create ground breaking, immersive, multi-sensory experiences and memories. seeper have worked with the likes of TED.com, Nokia, Volkswagen, Chanel, Unilever, Vice, Intel, Ford, Nike, Reebok, Hewlett Packard, Toyota, Sony PlayStation, Sony Music, BFI Southbank, Glastonbury Festival, Punch Drunk Theatricals, Aldeburgh Music and many more innovative brands and arts-based organizations.

About Vimeo, LLC

Leading video sharing site Vimeo® provides the easiest way for people to host and share their videos in high quality. The site provides great privacy features and inspiring videos from a vibrant, respectful community of creative users who care about how and where they show their work. Launched in 2004 and headquartered in New York, NY, Vimeo offers users a video sharing experience that is both entertaining and easy to use. Vimeo is a 2010 & 2009 Time Magazine Top 50 Website. Vimeo, LLC is a



subsidiary of IAC (NASDAQ: IACI).

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