



Press Release from Netralia Pty Ltd,
makers of Skype Extras [Skylook](#) and [CallBurner](#)

IMPORTANT NEW SKYPE APP TO BE RELEASED OCTOBER 29th 2009

We announce today the imminent release of a **new Skype App: VodBurner** (www.vodburner.com).

VodBurner is the first product on the market to create video podcasts directly from Skype calls, incorporating recording and post-production editing in a single software package. It's tag-line is "Record. Edit. Upload." – a phrase which captures the product's mission in a nutshell.

VodBurner has been in private Beta for a while, during which time its features have been tuned to ensure stability and reliability. Beta participants have agreed not to disclose information regarding the product. These restrictions will be lifted on October 29, when version 1.0 of the VodBurner is released.

Our existing products Skylook and CallBurner were released in 2005 and 2007. These products have become two of the highest earning Skype Apps, and revenues have supported ongoing enhancements to those products, as well as the development of VodBurner and other initiatives.

As a leading provider of Skype Apps we would like to take the opportunity presented by the VodBurner launch to provide our perspective on Skype's recent announcement of the "closure of the Skype Extras programme", which has received extensive coverage on

high-profile tech blogs.

These comments are from Jeremy Hague, Netralia CEO. Jeremy can be contacted at jeremy.hague@netralia.com for further comment.

“We are proud to announce the upcoming launch of VodBurner today, which comes at an interesting time for the Skype Developer community, given the recent announcement regarding the Extras programme.”

“I think Skype’s announcement has caught a lot of people off guard, and there may have been some overreaction in some of the media comments. It is important to remember that the programme is only being closed in its current form. This does not mean Skype is removing support for third-party apps.”

“Skype has supported third party app development since 2004, with the release of the Skype Public API. This support is continuing.”

“Extras Manager, a separate initiative, was introduced in early 2007. The idea was great – provide new and existing third-party apps with an advertising platform inside the Skype client, and a payment platform integrated with Skype Credits.”

“However, the execution was lacking. As you can’t make a silk purse from a sow’s ear, we believe Skype has made the right choice to curtail this programme. We are hopeful that Skype will find another way to execute on the promise of some of the great ideas of the Extras Manager team, but providers of Skype apps do not need to rely on this.”

“What we are about is providing great applications that make use of Skype’s technology to benefit people, who will hopefully go on to be our customers. This was our approach before Extras Manager was first thought of, and will continue to be our approach regardless of the approach Skype takes in the future.”