



GLEEDO AND THE THOMAS A. EDISON PAPERS AT RUTGERS UNIVERSITY ENLIVEN RESEARCH FOR ACADEMICS, INVENTORS AND EDISON FANS

Edgewater, NJ and New Brunswick, NJ – December 9, 2009 (PR.com) – Gleedo™ and the Thomas A. Edison Papers at Rutgers University today announced a joint program that will leverage Gleedo to facilitate live collaboration with those seeking to explore Edison's body of work.

Founded in 1978, the mission of the Thomas A. Edison Papers is to make available to the public a collection of some 5 million pages of documents that chronicle the life and achievements of American inventor, Thomas Alva Edison, including his pioneering work in electrical technology, sound recording and motion pictures. Today the Edison Papers offers a free, open digital archive, which contains over 175,000 document images and a searchable database of 143,500 documents and 23,000 names. Academics (school age and up), inventors and Edison enthusiasts from around the world regularly access the expansive collection for research and pleasure.

"Because these documents, many of them handwritten, span so many facets of Edison's life and work, context is everything. For that reason, our book editions with transcribed documents and annotations have proved very helpful to researchers," said Dr. Paul Israel, Director and General Editor of the

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Thomas A. Edison Papers. Recently Israel and Edison Papers released *Electrifying New York and Abroad* (April 1881 – June 1883), the sixth volume in, what is projected to become, a 15-volume series published by Johns Hopkins University Press. Added Israel, “However, some researchers require assistance or have questions that go beyond the scope of currently released volumes. This is where the expertise of our research team becomes invaluable.”

The Thomas A. Edison Papers will use Gleedo to connect members of its research team with academics around the world. Using the Gleedo Livebrowse™ feature, Edison Papers team members may interact live with researchers (using the talk and chat features), while leveraging shared browsing capabilities to guide researchers to relevant items in the online documents archive. “Gleedo facilitates visual communication, as everyone can now see and interact with the same content, at the same time. Using Gleedo, we empower researchers; we not only provide them the information they need, but also show them how and where to get it,” said Israel.

Launched into Beta in October, Gleedo (www.gleedo.com) is downloadable software (patent-pending) that layers live collaboration over both Internet-based and personal media, allowing users to turn virtually any media into a shared experience. Individuals, small businesses and educational institutions use Gleedo to share video, share pictures, share music, share documents and share the Internet conveniently, securely and in real-time. Key features include: Liveshare™ (personal media sharing with real-time collaboration), Livebrowse™ (real-time Internet sharing), Gleedo Media Locker™ with Privateshare™, and Mobile-to-Locker™ (instant cell phone video sharing and cell phone picture sharing). Gleedo is free and available for download at <http://gleedo.com/download>.

“We at the Edison Papers have a dual mission: both preserving Edison’s legacy and bringing it to life. Given Edison’s personal commitment to innovation, applying emerging technologies, like Gleedo, to further his mission is something, I think, Edison would celebrate,” added Israel.

About Emerj, Inc.

Emerj, Inc. is the maker of Gleedo™, the first ever comprehensive livesharing application. Leveraging the power of real-time Internet sharing, live

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collaboration and secure media sharing, Gleedo allows users to watch both online and personal content – together, live – with friends and family over the Internet. Private equity-funded Emerj, Inc. is headquartered in New Jersey. For more information, visit www.gleedo.com or call +1 800.541.2027.

About The Thomas A. Edison Papers

The Thomas A. Edison Papers, a research center at Rutgers University, publishes and develops the documentary legacy of America's most prolific inventor and innovator. This is accomplished through books, articles, media appearances, Internet services, community outreach, and educational collaborations. As a globally recognized research network dedicated to the study of innovation and its application in the 21st century, The Edison Papers are uniquely positioned to authenticate innovation. For more information on The Edison Papers, visit <http://edison.rutgers.edu>.

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