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Podango Brings The Podcasting Unconference 2006 to the Podcast and Portable Media Expo

Unconference delivers unkeynote with Robert Scoble and conversations with Mommycast, Paul Colligan, and others

Orem, Utah – August 31, 2006 – Podango, a Web 2.0 company that enables podcast stations that integrate the “live conversations” of blogging with audio conversations to create a more compelling and complete online and offline experience for podcast listeners, today announced it is bringing The Podcasting Unconference 2006 to the Podcast and Portable Media Expo being held September 29 – 30 at the Ontario Convention Center in Ontario, California.

“We are excited to deliver a great podcasting unconference at the industry’s hottest podcasting event,” said Lee Gibbons, CEO, Podango. “Not only is the podcasting market on fire, this is going to be a great show as the Podcast and Portable Media Expo has received Expo magazine’s Best New Show for 2006. Participants will not be disappointed.”

The unconference will feature guru-moderated discussions on specific topics at scheduled times throughout the Expo at Podango’s booth (#301). During sessions, participants will engage in conversations led by podcast luminaries such as Mommycast, David Lawrence, Evo Terra, John Furrier of podtech.net, expo organizer Tim Bourquin, and Paul Colligan. Sessions begin right after the Expo keynote each day and will last about 30 minutes each, with short breaks in between. For more information about The Podcasting Unconference schedule, go to www.podango.com/unconference.

Commenting on Podango’s plan to bring an Unconference into his Podcast and Portable Media Expo, organizer Tim Bourquin said, “We’re thrilled Podango is doing something unique and unusual in their booth at the Expo. Attendees who visit booth 301 are in for a treat because they’ve done a great job of putting together a top-notch line-up of discussion leaders.”

Unconferences 101

An unconference is an event that leverages and communicates the sum of the expertise of the people in the audience rather than relying just on communicating the expertise of the people on stage. Unconferences do away with the typical moderator/panel/Q&A

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format. At an unconference, the audience members become the participants, assisted by thought leaders who function as session moderators.

“People who participate in an unconference usually appreciate the differences in communication patterns between the unconference and that of traditional conferences. They are just more interactive,” commented Gibbons. “It is a remarkable experience, when properly organized; everyone comes away knowing the collective wisdom of the entire group. Everyone just participates and learns at a very high level. In a real sense, it is a great example of what Podango is trying to enable with its podcast station model—many contributors and a rich conversational model, rather than the usual unidirectional push of information.”

About the Expo

Winner of Expo magazine’s Best New Show for 2006, the 2nd Annual Podcast and Portable Media Expo is the only industry event that brings together influential podcasters, media, corporate executives, and device makers to cover the complete range of business, marketing, and legal issues for audio and video podcasts and portable media.

The expo will explore how place and time-shifting technology is changing the business landscape of media. It will also look in-depth at the new trend of individuals participating as media companies and producing content at broadcast quality.

About Podango

Podango, a Web 2.0 company, enables rich community conversations by integrating the “live conversations” of blogging and community forums with the rich communication value of audio and video podcasts to create a complete online and offline experience. The company provides a complete platform that allows the creation of podcast stations, independently owned and run by Station Directors who act as guides, to bring together the best podcasts in their focused area of interest and interact and converse with their subscribers. Each station distributes multiple podcasts and includes community interreaction tools to enable an enhanced community conversation. In addition, the listener can tailor the information they subscribe to, via a custom RSS feed, to participate in the information most relevant to them. For more information, visit www.podango.com or email info@podango.com.

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