



## **M.I.S. Offer the Free MIS Specification for Multimedia Files, Free Products and the 1 Cool File Site**

Quebec City, Canada, February 05, 2008 --([PR.com](http://PR.com))-- McGrath Info Solution (M.I.S.) announces that the [MIS specification](#) is now free for all companies and their entire product line (DVD to Blu-Ray/HD-DVD players, digital picture frames, photo software....). M.I.S. also has the "MIS Info Video v2.7" using the MIS specification v1.2 to show it's potential and the new "1 Cool File" site to help in the promotion of files and blogs.

### **New business model**

Effective since January 30, 2008, a new business model for the MIS specification has replaced the license plus royalties model. Now, an optional yearly low cost advertisement model is in place. A company or a non commercial project that support the MIS specification may buy advertisement on the M.I.S. supported product/service page for just \$9.97USD per year. This is optional thus giving them a way to support for the MIS specification if they want. Other options are also available. A company will now be able to add the MIS specification across their entire product line (DVD to Blu-Ray /HD-DVD players, digital picture frames, photo software....) for free. Their only real cost will be the few hours required to add the MIS specification to a current product or service.

For example, a digital picture frames could read the .MIS giving visitors fun facts for a specific photo. A video or audio podcast could add chapters without modifying the original file and include links to products and services they mentioned in it.

And with current console games doing double duty as media centers, the MIS specification will help users in managing their media files.

### **Free products**

"MIS Info Video v2.7" (available for Free in English and French), a Window XP/Vista based application that use many tags in the MIS specification. The interface can be used directly from the user's couch (10-foot onscreen TV interface). The new version can play multiple video and audio formats (AVI, WMV, MPEG 1/2, MP3...), resume a media from the last place it was stopped, includes a profile manager, mini web browser for the website links in a ".MIS", take snapshots of a video media and many more features. This version of "MIS Info Video v2.7" now include "Info2MIS v2.0" allowing the user to create a ".MIS" file for a movie in only 2 clicks. A user can also create a ".MIS" for other types of content. These 2 applications show the potential of the MIS specification on third party software/hardware.

### **1 Cool File**

To help in the promotion of the MIS specification and MIS Info Video v2.7, 1coolfile.com was created for that goal. It is also part file directory and part [blog directory](#) (free option) for third parties.



"1 Cool File" is a new innovative, international and English based service that allows software authors, bloggers, themes/plugins authors and advertisers to reach thousands by submitting their "creations" in the many available categories.

For software authors (freeware/shareware), it's a way to reach new potential users.

For bloggers, it's a way to reach new readers and earn more money from paid reviews or by selling advertisement. They can submit a blog for free or add it for life for only \$4USD. 1 Cool File verifies each blog for quality.

For themes/plugins authors, it's one more way for them to show off their themes or plugins to other bloggers.

For advertisers, freeware/shareware or themes/plugins authors, it's a way to find a blogger that will do a paid review for them or buy advertisement on related blogs.

You get:

Freeware, shareware, plugins, themes...

Blog Directory/marketplace

Advertisers(files or services) and bloggers for paid reviews

Their member program to make money

Does 1 Cool File have you on File? Be Cool and submit.

About the MIS specification

The MIS specification will help with the exchange of information (metadata) for many type of contents (music, pictures, videos...) between creators, distributors and users.

The MIS specification now have more than 200 tags of which: notes, multiple chapters, subtexts, goofs, questions, website links, resume playback from a video/audio file, tool tip for pictures, software error, multiple languages in the same .MIS file...

For more information, go to [www.mcgrathinfosolution.com](http://www.mcgrathinfosolution.com) to get the complete documentation.

All company and/or product names may be trade names, trademarks and/or registered trademarks of the respective owners with which they are associated. Features, pricing, availability, and specifications are subject to change without notice.

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**Contact Information:**

McGrath Info Solution

Steve McGrath

418-626-7956

[mispr@mcgrathinfosolution.com](mailto:mispr@mcgrathinfosolution.com)

[www.mcgrathinfosolution.com](http://www.mcgrathinfosolution.com)

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