

## Power of the Dream Ventures announces the launch of iGlue's social media features

**BUDAPEST, Hungary, April 6, 2011** – Power of the Dream Ventures, Inc. (OTCBB: PWRV), Hungary's premier technology acquisition and development company, is pleased to announce the launch of iGlue's enhanced, social media enabled release.

The heart of iGlue is a collaboratively developed, flexible database that contains semantic elements, entities, and their relations. iGlue uses natural language processing technology to 'read' the content of web pages, builds a semantically linked connection matrix between the words, and then annotates those entities it recognizes. The annotated words become junction points on which value added information is presented to the user. This information includes Wikipedia-like descriptions and multi-media content like contextual images, videos, maps, locations and even user generated comments. In addition to the automated machine annotation users can also hand annotate any word on the page. Through this hand annotation process the experience becomes interactive. Users can add multiple annotations to the same word such as additional images, videos, location data, comments or products from several different sources, in addition to iGlue's semantic database, sources like Google, Bing, Flickr, Facebook, Fotopedia, Amazon, ebay and more.

For example, an article out today titled 'Ozone layer faces record loss over Arctic' contains many reference points such as names of geographic locations, organizations, cities and people. With iGlue any one of these entities can be annotated. Users can add images, videos, maps, comments and more to 'Geneva', or 'World Meteorological Organization' or 'ozone layer' to provide value added relevant information on them without leaving the page to search for more insight.

"We have reached another major milestone in developing iGlue. The system now incorporates several months' worth of functionality feedback we received from users all over the world. The new social media additions, coupled with iGlue's one of a kind machine and hand annotation feature, have created an internet product without equal. I am very happy that over three years of development is now ready to fully blossom. We would ask all users to continue sending us feedback and bug reports in order to make iGlue an even product," commented Viktor Rozsnyay, CEO of Power of the Dream Ventures.

Through the interactive use of iGlue's machine and hand annotation feature every single webpage can be turned into a live, media rich Wikipedia. Hence iGlue's slogan 'Let's Wikify the Web.'

iGlue's new, expanded semantic database now contains over 83 million data points, including over 7 million entities, with over 38 million semantic connections between them, including over three million geographical locations, more than one million names, and more than two hundred thousand institutional name entries and more.

iGlue's enhanced functionality supports **Firefox** and **Chrome** browsers.

*(Special Note: We recommend uninstalling the old plug-in or bookmarklet and then reinstalling the new version found on our website.)*

For a quick demonstration of what iGlue can do, and to download the bookmarklet or browser plug-in to start Wikifying the Web please visit <http://www.iglue.com>

### About PDV

Power of the Dream Ventures, Inc. is a leading technology holding company. We identify and harness the unique technological prowess of Hungary's high-tech industry, turning promising ideas and ready to market products/technologies into global industry leaders. We focus on developing, acquiring, licensing, or co-developing technologies that originate exclusively in Hungary that are in prototype stage based on existing patents; in prototype stage prior to patenting; existing products that require

expansion capital to commercialize; emerging science and high-technology research projects that require help in patenting, developing the product and marketing, University spin-off technologies, and ideas from the very early stage that represent "disruptive technologies." For more information, please visit <http://www.powerofthedream.com>

**Contacts:**

At the Company:

Viktor Rozsnyay

President and CEO

Phone: +36-1-456-6061

Fax: +36-1-456-6062

US telephone: 1-646-499-4510 between 8AM and 1PM EST.

At in4 Ltd.:

Peter Vasko

President and CEO

Phone: +36-1-786-9783