

# Skype takes video one step further



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Press Release Summary = **Skype announce its users can now make conversations even more fun-packed by sharing video content with friends and family across the world**

Press Release Body = **Skype** have announced that their users can now make conversations even more fun-packed by sharing video content with their friends and family across the world.

Following new partnerships with leading independent video sharing sites **Dailymotion** and **Metacafe**, **Skype 3.5** (<http://www.skype.com/download/skype/windows/index.html>) for Windows lets users download their favourite videos from these sites and add them into their **Skype 'mood'**, giving colour and personality to their online profile.

User's moods are designed as a way of sharing their feelings with friends and family and are becoming increasingly popular in the **Skype** community because they are a simple, more personalized way to share all sorts of things with other **Skype** contacts.

*"People thrive on sharing stuff with one another. A little over a year ago, we had 100 million registered users worldwide and we've more than doubled in size in the space of twelve months. This is because we continue to develop **Skype** and come up with amusing things to do. User-generated and licensed video content are incredibly popular. Working with **Dailymotion and Metacafe** means everyone can try out downloading their favourite clip and putting it in their online profile. Video content is a great conversation starter because people love talking about video clips and especially the ones that are personal to them."* said **Carter Adamson, general manager, desktop products for Skype.**

In addition to sharing video (<http://www.skype.com/download/features/videocalling/>) in their **Skype 'mood'**, users can now also include video content in online **Skype chats**, making it easy to discuss the latest viral videos with friends and family around the world.

*"**Video mood messages** provide members of the vibrant **Skype** community a great way to express themselves by tapping into the original and entertaining videos available on **Metacafe**, including those in our **Producer Rewards program** that pays video creators for their best work,"* commented **Erick Hachenburg, CEO of Metacafe.** *"Online video has become so popular over the past couple of years in large part because it's fun to find something entertaining and forward it to a friend who's likely to enjoy it. Videos placed into **Skype mood messages** make this process even easier."*

*"With this partnership, the online global community is really coming together to create a new experience in video sharing,"* said **Benjamin Bejbaum, CEO and cofounder of Dailymotion.** *"From now on, **Skype** users will have access to more than 3 million videos, including premium content and exclusive artwork from our **MotionMakers.**"*

The new **Skype** service also lets users take still photos when making a video call. Moments such as showing off a newborn baby via webcam or having a far-away friend wave 'hello!' can now be permanently captured and shared.

**Skype 3.5 for Windows** lets users transfer their incoming calls to another person or a group of people on Skype or even to a landline or mobile phone number for **Skype Pro** (<http://www.skype.com/products/skypepro/>) subscribers.

In addition, auto redial has been introduced, where if the number being called is engaged **Skype** can automatically redial it every two minutes, until the call is answered. These new features make it even easier and more convenient to keep in touch over **Skype**.

## **About**

## **Skype**

**Skype** sets conversations free by providing new and easy ways to stay in touch over the internet. Millions of people every day make free **Skype-to-Skype** voice and video calls and send instant messages using our software. Some pay a little per minute for long-distance and international calls (<http://www.skype.com/products/skypetogo/>) to phones and mobiles and for SMS, voicemail and call forwarding, or they buy subscriptions that give unlimited calls nationwide.

Access to a broadband Internet connection is required for **Skype** and all **Skype Certified devices and accessories**. **Skype** is not a replacement for your traditional telephone service and cannot be used for emergency calling.

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