



# News Release

*For Immediate Release*

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## **ACORD Launches Video-on-Demand on Web Site to Advocate and Educate on Insurance Data Standards**

LAS VEGAS, NV - May 22, 2006 - ACORD has launched streaming video-on-demand on its web site that is designed to inform, advocate and educate the insurance industry on the role of ACORD data standards. This new communications tool is being showcased at the ACORD LOMA Insurance Systems Forum in Las Vegas, May 22-24.

"Online video allows us to communicate difficult concepts and ideas in a more easily understood medium. It is the perfect vehicle for ACORD to use to fulfill our mission of developing, advocating and educating the industry on ACORD Standards," said ACORD vice president of Communications, Rick Gilman. "Also, it reaches our member audiences in a highly efficient manner. They are able to select content that is truly relevant to them, when and where they want it, and 24/7 to serve our membership worldwide."

The entry point to ACORD's video-on-demand is [www.acord.org](http://www.acord.org). A featured video clip plays on ACORD's main page, which also provides links to further "Channels" of themed content. In addition, visitors will find video on pages throughout the ACORD website, which is undergoing a redesign to best present video and other multimedia.

ACORD TV features an ACORD Live channel in which Gregory A. Maciag, CEO and president of ACORD, interviews insurance CIOs and CEOs on the role of standards and the direction of technology in their organizations and in the industry. Other channels include:

- ACORD Today: reporting on what's happening with ACORD standards worldwide
- Tech Talk: bringing technical advice to standards implementers
- London Market Review: reporting on standards and technology in the UK market
- Education: training on ACORD standards implementation for all lines of business

ACORD video-on-demand capabilities include podcasting and live webcasting from ACORD and other events.

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"Video is a powerful way to engage our audience," says Gregory A. Maciag, ACORD's president and CEO. "Senior executives sometimes want to hear from senior executives. Standards implementers want to see other implementers at work. Members unable to attend our events can get the latest news and information on their desktop. It represents a major enhancement to ACORD's communications capabilities."

New programming will be added on a frequent basis, beginning with video of the ACORD LOMA Insurance Standards Forum.

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*About ACORD: Based in New York, ACORD (Association for Cooperative Operations Research and Development) is a global, nonprofit insurance association whose mission is to facilitate the development and use of standards for the insurance, reinsurance and related financial services industries. With offices in London as well, ACORD accomplishes its mission by remaining an objective, independent advocate for sharing information among diverse platforms. ACORD Standards and services improve efficiency and expand market reach. Affiliated with ACORD are hundreds of insurance and reinsurance companies, and thousands of agents and brokers, related financial services organizations, solution providers, and industry organizations worldwide.*