



## **bluevizia enters into agreement with Element 5**

**Berkeley/California, November 21<sup>st</sup>, 2005 – bluevizia, a spin-off of the well-known ICYGEN LLC, headquartered in Berkeley, California, entered today into agreement with the leading payment processor element 5 (a Digital River company). This will widen the country availability of the bluevizia product suite and make the online purchase process easier, faster and safer.**

bluevizia chose element 5 because it offers numerous advantages:

- Regional presence on international markets;
- Comprehensive knowledge of international tax and legal requirements;
- Strong marketing partnerships with globally recognized brands;
- Highest-possible security level;

element 5 was founded in 1998 with a vision to use the Internet as a global sales channel for software products. element 5, a wholly-owned subsidiary of Digital River, is an outsourcing partner for software publishers in more than 150 countries. element 5's client list includes publishers such as Abbyy, Copernic, CyberLink, Ipswitch, Kaspersky Labs, Lavasoft, palmOne, Steinberg, Toshiba, Ulead and Zonelabs.

element 5 offers a Download Manager solution which ensures that transfers can be completed regardless of network conditions. element 5 uses the common maximum SSL standards for transferring data and files. In addition, element 5 also makes use of software wrapping, which involves compressing components of the software program into one file and encrypting it. This provides effective piracy protection for the downloadable and installable files. The file can only be decrypted with the corresponding license key.

### **bluevizia**

bluevizia, spun off from ICYGEN LLC in 2001 and headquartered in Berkeley, California, operates internationally and has an extensive experience in cooperation with small businesses and therefore knows the small companies requirements for modern software tools. The solutions for strategic management of business processes in marketing, advertising, PR and recruitment are cost-efficient products. They are easy to operate with and offer extensive basic and specialized know-how without requiring any particular expertise by the user.

The products of bluevizia offer a detailed analysis of the actual situation and help develop strategic solutions for the company, unlike the traditional products or existing specialized literature.

The products are available for Windows, Linux and Mac OS. All products support often neglected processes in the company, thus contributing to the success of the business. At present more than 1300 satisfied companies prove this statement.

You can find more info on [www.bluevizia.com](http://www.bluevizia.com).

### **For more information:**

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