



FOR IMMEDIATE RELEASE

Contact:
Emily Wilson
Magnet Media, Inc.
646-486-7109 x1022
ewilson@magnetmediafilms.com
www.magnetmediafilms.com

MAGNET MEDIA WINS W3 AWARD FOR LIVE GOOGLE+ HANGOUT PRODUCTION FOR TOYOTA

NEW YORK (October 14, 2014)—Magnet Media, a leader in providing strategic and creative content solutions for brands, is pleased to announce its Silver Award win as part of the 2014 W3 Awards, which honor the best in websites, online marketing, mobile sites/apps, web video, and social media. Magnet's "[Keep It Wild](#)" [Google+ Hangout On Air](#) for Toyota 4Runner won within the Web Video: Events and Live Broadcasts category, which is judged based on content, technical execution, implementation, and overall experience.

In partnership with Saatchi & Saatchi LA, Magnet successfully pulled off the first-ever off-road Google+ Hangout On Air. Professional stunt driver Andy Bell took the wheel of Toyota's newest 4Runner, and as he drove, host Rutledge Wood (of History channel's Top Gear) talked with him through a headset. Using a multi-camera setup (10 cameras, a Google Glass cam, remote feeds, fiber optics, and a microwave signal), the hour-long hangout worked to reply to live audience questions on the fly demonstrating the answers with action as Bell showcased how the 4Runner aptly handles various off-road obstacles.

About Magnet Media:

[Magnet Media](#) is the market leader in providing strategic and creative content solutions for brands. We specialize in telling brands' stories by producing and syndicating compelling video and interactive content through social platforms to share their stories, reach and engage their target audiences, and ultimately drive actions that deliver business results. Our strategic and creative capabilities have kept us at the forefront of digital media for over 13 years, working with top worldwide brands to help them derive true business value from content solutions.

Magnet's clients include Google, NBC, PBS, Microsoft, Amazon, Xbox, Showtime, ABC, The Associated Press, DreamWorks Animation, and many other world-class brands.

###