

# Smibs.tv Launching Today. A Live Webcast Network, for People with a Passion!

**Smibs unveils their first eagerly anticipated live show, Fine Art Photography Weekly, featuring Peter Urban and French American, fine art photographer Alain Briot.**

**EDMONTON, ALBERTA (June 30, 2010)** – Smibs founder, Peter Urban was frustrated with contemporary television. All the commercials, bad reality shows and extreme violence, with over 1000 channels and nearly \$100/month there never seemed to be anything to watch.

Urban, an entrepreneur lifer, went to the web to find more material, only to find low quality content or very short clips of a more professional variety. This is when the idea for Smibs.tv was born. “What do people love?”, Urban asked himself, “what makes them get up in the morning?”. The answer to these questions is what Smibs.tv is all about. Urban calls the network, “Webcasts for people with a passion”.

“We will be featuring lifestyle and sports shows as well as shows for the creative professional, such as shows about design, web, photography and art” says Urban.

Their first show, set to launch today at 1:30PM Pacific time, is called Fine Art Photography Weekly. Urban, a passionate photographer himself, teams up with veteran fine art photographer Alain Briot of Arizona. The format for their live show, will include subject matter experts who Skype in over a high quality feed to discuss fine art photography techniques, industry news, shooting locations and more. Because the show is live, viewers can take part in the webcast, ask questions of the hosts or guests in real time.

The online TV network is funded through sponsorship and user donations. Smibs.TV is already being supported by ThinkTel, Webcore Labs, JustinTV and Vimeo.

“This is an exciting time for the web as the nature of television is evolving, people want on-demand entertainment, they want quality content, no commercials and they are tired of paying big money for the privilege of flipping from one crappy show to another on cable” says Urban.

**More about Smibs.TV: Smibs is a privately-owned Edmonton start up, focused on creating amazing online video content with a talk show format. Their approach is to have smart and entertaining shows where viewers can take part. Peter Urban is the founder and President of Smibs Inc. and the Plainpeak Group. Urban is an entrepreneur with 19 years of experience in starting and growing businesses from the ground up.**

For more information or to schedule an interview, please contact:  
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