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## Revision3 Partners With DISCOVER Magazine to Produce 'Joe Genius'

Comedian Jonah Ray Hosts New Show Exploring Best Science Videos Online

SAN FRANCISCO, July 15 /PRNewswire/ -- DISCOVER ([www.discovermagazine.com](http://www.discovermagazine.com)), and Revision3 ([www.revision3.com](http://www.revision3.com)), the leading Internet Television network, today announced the launch of 'Joe Genius,' a innovative new program that looks inside the world of homegrown science online. The joint venture, produced by High Noon Entertainment ([www.highnoonentertainment.com](http://www.highnoonentertainment.com)), is hosted by comedian, Jonah Ray who has appeared on Comedy Central and MTV; and will feature a new episode every Thursday.

Each week, Jonah will showcase the best homemade science experiments on the web from dry ice bombs and exploding volcanoes to robot musicians and other inventive technologies. He will explore the scientific elements behind each video and explain the fundamental properties that make them work or in some instances, why they don't work. Episodes will run 12-15 minutes and provide an inside look into the excitement, hilarity and thrill of homemade experiments.

"I'm thrilled to see the amazing everyday science brought to life in such a fun and entertaining online show," said Henry Donahue, CEO & Publisher of DISCOVER. "Revision3's fan base of smart viewers makes them the perfect partner to get DISCOVER's brand of uniquely accessible science out to a larger audience."

"We're really excited to announce Joe Genius," said Ryan Vance, vice president of programming and production, Revision3. "Viewers are not only able to watch mind-blowing experiments take place, but through our partnership with DISCOVER we are also able to educate our audience on the cool science behind each video."

Further information and downloads for the program are available 24/7 via [revision3.com/joegenius](http://revision3.com/joegenius).

### About Revision3

Revision3 is the first media company that gets it. Born from the Internet, Revision3 is the home of Internet Television, creating and producing shows for a new audience: passionate, committed fans who want to watch shows about technology, modern culture, video games, entertainment, music and comedy that entertain, educate and help to expand their life experiences.

The company was founded in 2005 by technology visionaries Kevin Rose, Jay Adelson and David Prager because they couldn't find anything they wanted to watch on traditional television. The company is now led by Internet TV pioneer Jim Louderback. Revision3's programs can be found everywhere from Revision3.com to a wide range of platforms, including iTunes, YouTube, Dailymotion, Metacafe, TIVO, Roku, Blip.TV and many others. Shows can be watched on any device, from a cell phone to an Apple iPod to a computer or a TV.

### About DISCOVER

DISCOVER poses essential questions and tackles topical, sometimes controversial issues on the cutting edge of science, technology and the future. The mandate is to unlock the mysteries of science in a way that reveals its wonder and captures the imagination of its audience. DISCOVER features the ground-breaking innovators and thought leaders who are shaping tomorrow's world today. DISCOVER is online at [DISCOVERmagazine.com](http://DISCOVERmagazine.com).

### About High Noon Entertainment

High Noon Entertainment, with offices in L.A., New York and Denver, is one of America's largest independent production companies, currently producing programming for VH1, TLC, Food Network, HGTV, DIY and History. High Noon's most notable series are My First Place (HGTV), Tough Love (VH1) and Cake Boss (TLC).

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