



reverber

PROFESSIONAL
ONLINE
PROMOTION
SOFTWARE

www.reverber.de

reverber – more attention!

Change!

The entertainment business has always been challenging due to its dynamics. Digital technologies, the Internet and Social Media lead to increasing competition. The rise of competitiveness however also holds a chance for companies willing to adapt to these changes. Opportunity lies in the fact that it was never easier to reach so many people globally. That is if you can handle the complexity of modern communication.

Invest in the potential of change.

Get Digital!

Promotion will always be a one-on-one business. However much of the communication is shifting towards internet based media. Email and downloads are already common use. But considering the many changes of the recent past it seems obvious that there is more to come. A phone call or a product sample might never lose their value but there are far more channels and more possibilities that have to be considered to keep up with change.

Be prepared for the digital world.

Be efficient!

Don't waste your time in the back office. In Promotion value is always created at the front. The more contacts you can manage the more likely you are to reach the full potential of your products.

Capitalize on efficient processes.

Sell more!

Growth is accomplished with innovative, modern and smart people. reverber will empower your people to accomplish sales goals and reach out for more. As a specialized solution for product promotion it can and will make a difference for your business.

Get more attention with reverber.

The reverber way

reverber is a platform for networking which allows you to

- Manage your contacts
- Control information flows
- Publish faster and efficiently

reverber is open and open-minded

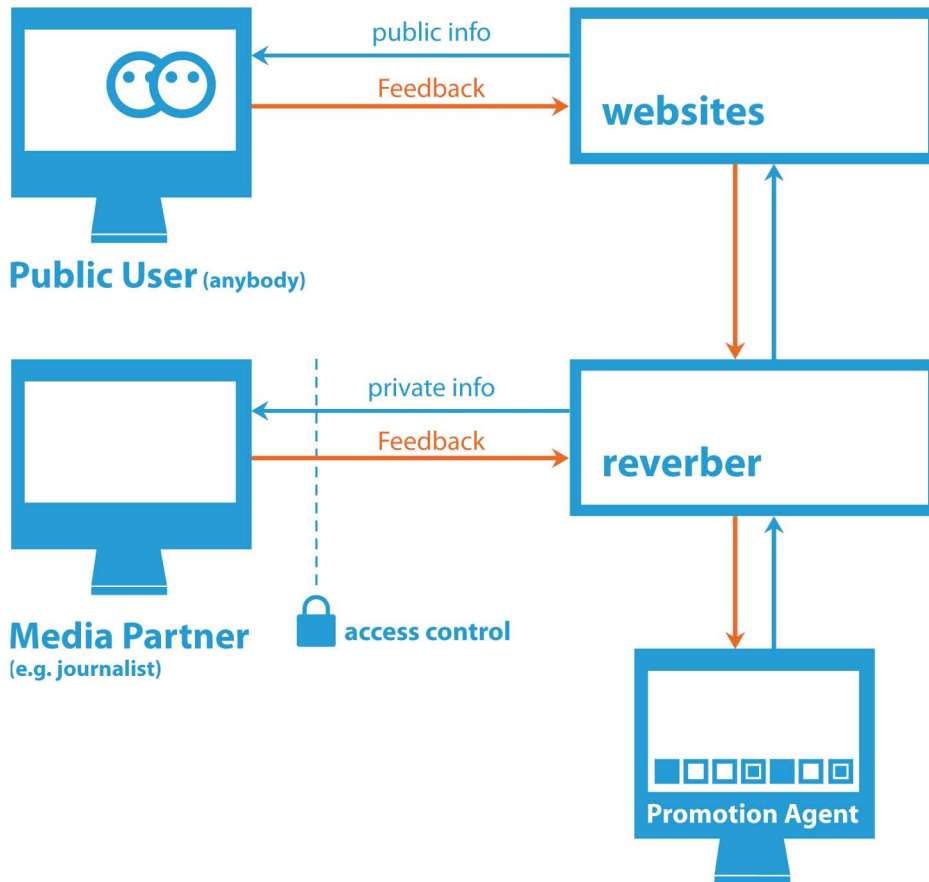
reverber is developed so users can interact with their Partners and colleagues in an intuitive way. reverber has a noninvasive nature, meaning that it doesn't lock your data in. Contacts (e.g. from Outlook) can be exported and imported easily. The Application Programming Interface (API) of reverber is XML based and lets you access any piece of information you wish.

Get involved

reverber is developed with a community attitude. From the beginning practitioners were involved in the requirements specification. This input makes a difference. Maybe you are the one with the next idea. If so, tell us! We welcome user feedback and try to embed your suggestions.

reverber connects you to your Partners.

The core work of promotion is to supply Partners with information and manage the distribution of physical products like samples or printed matter. Every piece of information needed for promotional work is called “Asset” in reverber. Assets in digital form (e.g. images, audio files and videos) are uploaded and stored in the reverber database. With reverber you have full control over your Assets (i.e. downloads) and can grant and deny access to whomever you wish. Physical Assets (e.g. promotional gifts, CDs or brochures) can be administrated and distributed with the reverber as well.



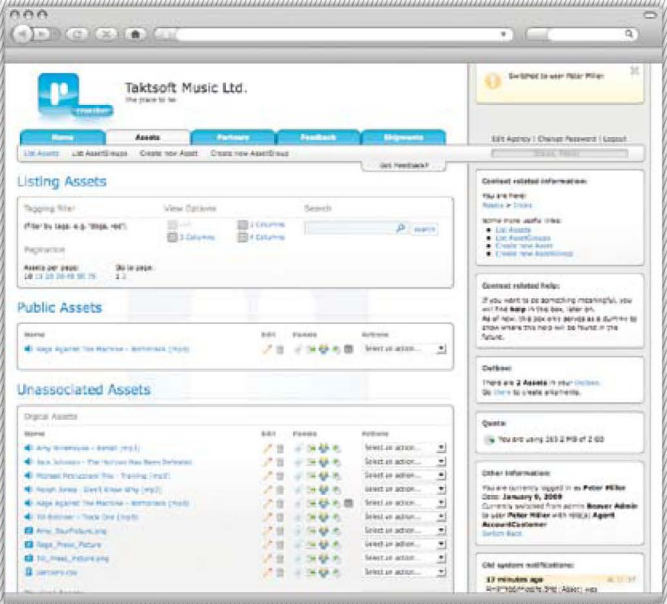
The “Partner Module” of reverber helps you manage contact information. You can import all your Partners into reverber or enter and edit Partner contacts manually. Partners can also be grouped into Pools to help you organize and structure your information flow. Additionally you can tag these Pools and each Partner to get a keyword based structure.

Collecting and evaluating feedback from Partners is inevitable for professional product promotion. Therefore reverber provides a “Feedback Module”, which allows you to build custom feedback sheets and standardize them by reusing well proven questions in new sheets.

Your Partners fill out the feedback sheet online, after screening the material provided with.

All these tasks are done by the people of your organization who are called promotion agents or just Agents in reverber. Your Partners interact with reverber via the same interface. In contrast they can only access the information you provided them with and fill out feedback sheets.

Assets



- Assets are uploaded and stored in the database. reverber recognizes and handles the following formats and codecs automatically: jpeg, gif, bmp, png, tiff, mp3, wav, flac, aac, aif, ogg, mp4, mpeg-4, DivX, wmv, mov, h264, 3gp, mpeg-2, avi, flv.
- The file storage size is individually adjustable to your needs.
- Assets can be organized via Asset Groups to mirror the structure of your projects, promotion jobs, products or any other way you like.
- Assets and Asset Groups can be tagged to create a searchable structure.
- Listen to mp3s online with the integrated player!

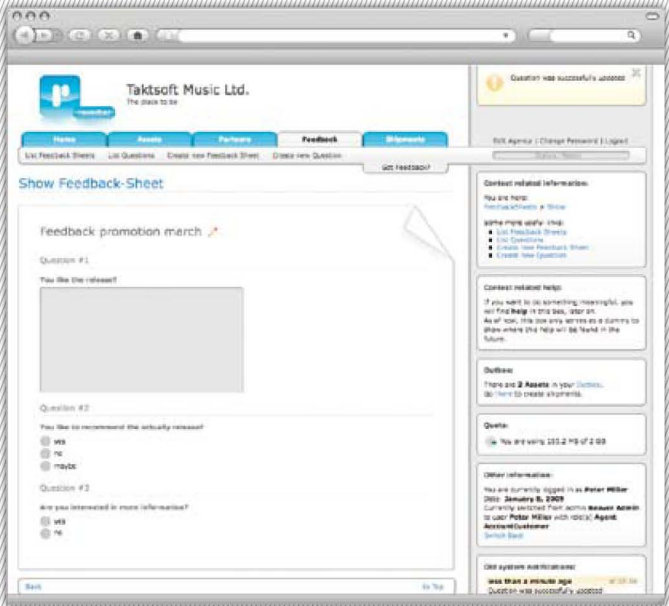
Partner & Pools

The screenshot displays the 'Partners' management interface for Taktsort Music Ltd. The page is titled 'Editing Pool' and features a navigation menu with options: Home, Assets, Partners, Feedback, and Widgets. The main content area includes a 'Tagging' section, a 'Name' field (set to 'Live Promoter (Newsletter / United Kingdom)'), a 'Description' field, and a 'Notes' field. Below this is a table of 'Currently added partners' with columns for Name, Status, and a 'Remove' button. The table lists various partners such as 'Mike Gomez', 'John Adams', 'George Marshall', and 'Ella Wilson'. At the bottom, there are sections for 'Add partner by pool' and 'Add partner'.

Name	Status	Remove
Mike Gomez	Active	Remove
John Adams	Active	Remove
Chris Clavin	Active	Remove
John Adams	Active	Remove
George Marshall	Active	Remove
Carsten Wulf	Active	Remove
Joshua Quillen	Active	Remove
Ella Wilson	Active	Remove

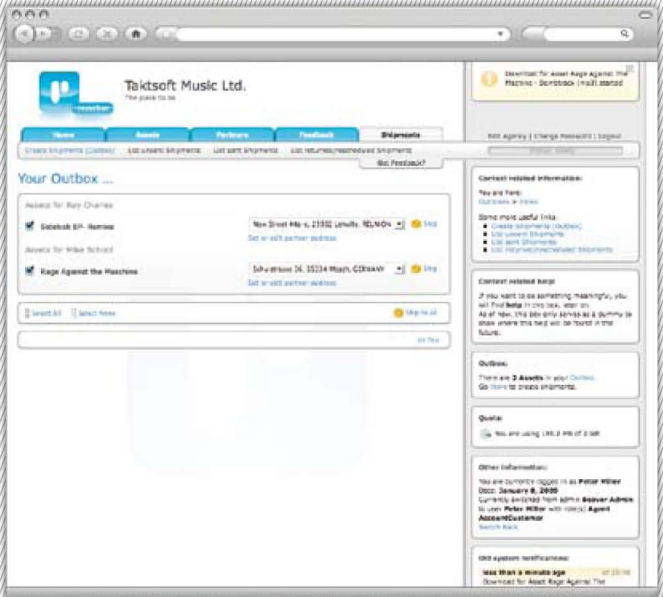
- Group your Partners into Pools easily.
- Build new Pools based on existing Pools.
- Import and export Partners using vcard files or csv files.
- reverber's "Similarity Check" avoids duplicate entries.
- Partners and Pools can be tagged for an easy search.

Feedback Sheets



- Collect feedback from your Partners systematically.
- Your Partners can answer questions online fast and straightforward.
- Build custom feedback sheets.
- Questions are reusable for standardization and statistics.

Shipments



- Organize and control distribution of promotion material.
- Export shipping information.
- Print address labels with reverber.
- Handle returns and reschedule mail.



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