

Introducing



For more information on how VeriLocal can put you on the cutting edge of the multimedia wave, contact us at: [sales@vericorder.com](mailto:sales@vericorder.com)

## The World's first plug'n'play solution for Online Hyper Local Networks

### WHY GO HYPER LOCAL?

Fragmented markets. Declining revenues. Sagging stats for newspaper readers, radio listeners, and TV viewers. Plummeting ad prices.

The media business is in crisis, but in crisis, there is opportunity. The question for media companies today is, where is that next great opportunity?

We at VeriCorder believe it is in the area of Online Multimedia, and Hyper Local Networks.

Hyper Local Networks, as opposed to Hyper Local blog sites, combine national news and current affairs, with very local news and information, often right down to the neighborhood level. Their target market is the \$500 billion spent annually by small, local businesses on advertising. Additionally, HLN's allow companies to also attract national ad revenue, because they can target their marketing more accurately to relevant geographic areas.

Hundreds of companies are now launching Hyper Local networks around the world ... but many are failing.

Why? According to the largest study to date on Hyper Local Networks, there are three key factors in the success of an HLN.

“Companies that are poised to dominate the hyperlocal space will have three key assets: 1) low-cost, community-generated content; 2) an agile human sales force paired with smart ad sales automation; and 3) mastery of the mobile channel, which drives local offline interactions.”

- Forrester Research. “Is Hyper Local Hype, or Happening?”

However, that is easier to say than to actually do. Until now.

VeriCorder Technology is proud to introduce VeriLocal. The first comprehensive system to build and sustain a successful hyper local network system. Advanced mobile apps to create and distribute low-cost content. Automated Content Management. Intelligent Ad Sales Creation and Distribution. Mobile Content Applications. Video On Demand. Reliable, fast hosting.

We do it all, so you don't have to. Improve your content. Monetize your site. Lower your admin costs by 80 per cent. Lower your media creation budget by half.

**Dominate your local markets ... with VeriLocal.**



VeriCorder



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## We make Online Media work ... for you.

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Simply put, the first comprehensive, plug'n'play solution to launch and operate a Hyper Local Network.

Create content with our mobile editing apps. Transfer media fast with VeriSend. Post media online with VeriTV. Combine content with ads, with our Automated Content Management System. Monetize local ads with the innovative Ad ShowCase application. Combine local ads with national ads, easily and efficiently.

Hyper Local, made easy.

VeriLocal is made up of eight main components, with each component seamlessly integrated into the others.

**1. 1st Video Net:** VeriCorder produces the most advanced mobile editing applications on the planet ... AND they are the only mobile editing apps that can be integrated into online media systems and newsroom systems. 1st Video comes with VeriSend, the most reliable way to send large media files over cellular networks.

**2. VeriTV:** Those apps distribute content automatically into the VeriTV system, which includes Automated Content Management, and a Video-on-Demand player you can customize for your own needs.

**3. AdShowCase** is the first mobile app that lets your small, local customers create their own ads, with no training required, and post it automatically to the site, with payment. The AdShowCase system can reduce your video ad creation costs from hundreds of dollars, to just a few.

**4. White-labelled Apps:** Our VeriTV system generates an attractive, easily

navigated app for iPhone, Android, Blackberry and other mobile devices, so you can deploy your own app to the relevant app stores. Put your content literally into the hands of all your viewers. We can also combine that app with a User Generated Content system so your users can submit their own comments, video content, photos, and even classified ads!

**5. Mobile Journalism Kits:** Our users enjoy shockingly good quality video content on their iPhones, thanks to the VeriCorder MoJo Kit, with the amazing Owle Bubo. Add lenses, microphones, lighting kits, monopods and tripods, for the ultimate in mobile journalism quality and versatility. Works with iPhone and iPod Touch, and our 1st Video software.

**6. Fast, reliable hosting.** Ultra-fast CDN servers, mounted all over the planet, make sure your viewers can download content quickly, every time. Massive redundancy, blazing speeds, and competitive pricing.

**7. VeriSend.** Get it there, guaranteed. Send large media files from computers or mobile devices, directly to email, FTP servers, newsroom systems, or into the VeriTV system. The most customizable media file transfer system on Planet Earth. Use alone, or with 1st Video Net on iPhone, iPad, and iPod Touch.

**8. My Reporters/FindStringers.** FindStringers lets you find, hire and manage freelancers on a pay-as-you-go basis. MyReporters is the world's easiest and most powerful system to manage and integrate all the reporters in your network, whether staff or freelance. Deploy an army of reporters in seconds during breaking news situations, with MyReporters or FindStringers.



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