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## **introNetworks Adds Groups, Collaborative Resources and Targeted Messaging and Advertising Capabilities to its Smart Social Networking System**

**July 30, 2008 – SANTA BARBARA, CA** – Smart just got smarter! Further expanding on its next generation smart social networking system, introNetworks today announced the rollout of new functionality designed to give both users and community managers greater control over how they connect and communicate with each other.

Groups, Collaborative Resources and Targeted Messaging and Advertising capabilities highlight the latest introNetworks release, which adds even greater community building functionality to its dynamic smart social networking concept that visually facilitates meaningful connections.

“It’s been rewarding to see the extremely positive feedback we’ve received from our customers who helped us beta test the new functionality,” comments Kymberlee Weil, President of introNetworks. “The latest version of our platform allows users to create fully functioning introNetworks communities within larger introNetworks communities, as well as share richer information through easy to use collaboration and targeted messaging tools.”

### **What’s New with introNetworks**

#### **Groups:**

Now community members can self organize into smaller, closely knit communities that have their own areas for conversation and collaboration. They can create or be invited into public or private groups that have their own graphic identity and have the same functionality as offered in the larger community, such as custom tag creation to identify and connect group members, as well as group-centric extras, such as Forums, Collaborative Resources and Calendars.

### **Collaborative Resources:**

Designed to complement the Groups design, Collaborative Resources facilitates peer collaboration by making work documents easily accessible in a private and secure area. The comprehensive list of resources falls into three categories, including:

- **Text:** An easy way to inform users or direct them to points of interest, via internal or external links.
- **Documents and Images:** Users can create a “User-Generated” area for uploading documents and images that can be downloaded and shared. The ability to add content and comments can either be open to the general population or just to members of one or more Groups. Communities can also create ‘read-only’ Resources to share frequently requested content that is not to be edited.
- **RSS Feed:** An invaluable information sharing tool that lets users import any RSS from any site on the Internet. Virtually anything that has an RSS icon can be used as a Resource. This is perfect for gathering news feeds and blogs that are relevant to the Community.

### **Targeted Messaging and Advertising:**

introNetworks administrators can now quickly and easily create and track highly targeted messages and ads using introNetworks’ new advertising engine. The ads, which can be placed either on the main screen, a member’s introCard or the Dashboard, can be set to run in an ordered rotation and at varying time intervals. They can also be shown to a specific User Type, Group, set of Groups, or to all of the people who have a certain set of tags in their profile.

Advanced reporting tools allow administrators to see how many times an ad or message was shown and clicked and by whom.

“We’ve used the introNetworks platform to build MyVetnetwork, the first ever social network that allows the members of our military and those who care about them a means to interact and support one another,” comments John R. Campbell, CEO of MyVetnetwork ([www.myvetnetwork.com](http://www.myvetnetwork.com)). “The new ‘Groups’ capability provides our members the ideal opportunity to focus on their specific interests, deepening their interactive exchange while expanding the audience for their messages and the services they provide. I’m thrilled to be working with introNetworks to bring this powerful capability to our troops.”

### **About the introNetworks Smart Social Networking System**

The introNetworks system allows anyone – from small organizations to large enterprises – to add dynamic social networking capabilities to their existing websites.

Unlike other social networking solutions that have simple alphabetical lists of people that must be laboriously explored to find relevant information, introNetworks’ breakthrough visual matching engine automatically sifts through vast amounts of data, matches each member to the people and information most relevant to them, and then visually presents it in a compelling display so each community member can instantly see their important connections.

The introNetworks system is easy to implement, maintain and scale, and integrates with virtually all data and web platform technologies. introNetworks communities are highly customizable and can be designed to look and feel like any existing website.

introNetworks provides community managers with on-demand access to all of the back-end data in their network. The system intuitively reveals valuable community intelligence so that businesses and organizations can assess and react to feedback and activity to serve their communities better.

**About introNetworks**

Based in Santa Barbara, CA, introNetworks offers smart social networks that are dedicated to helping people identify, and then make meaningful connections to who and what matters to them in their work and interests. Since 2003 the company has successfully deployed over 200 introNetwork Systems across a diverse customer base that includes such high profile companies as Adobe, Autodesk, British Airways, Fortune, Harvard, HP, Intel, Starcom MediaVest, United Way, and Virgin Galactic. These companies have learned that introNetworks' smart social networks are the best way for any organization to create a valuable online community that allows all of its members to identify and connect with the people and information that matters to them in business, special interest groups or at events.

For more information, visit [www.intronetworks.com](http://www.intronetworks.com)