

WebFlock for Online Marketing

WebFlock

Redefining Promotional Engagement

The Web is changing from a solo to a social experience. Online promotional efforts are evolving from single-user display and broadcast efforts to true audience participation. Today's brands are looking for better ways to provide meaningful and fun brand experiences that improve both the quantity and quality of engagement points.

What is WebFlock?

WebFlock is an application for private-labeled Web-based virtual experiences. It provides a visually immersive environment for social interaction, media consumption and game play.

Key benefits include:

- Fun social interaction combined with content, game play, and/or events
- Greater time-on-site and user engagement
- A brand-owned, customized and focused user experience
- Easy to use and accessible to anyone running Flash in the Web browser



Sample WebFlock scene

Example Implementations

- Media / Movie rooms
- Game lounges & casual game play
- Conversational & community spaces
- Live or on-demand event streaming

WebFlock 1.0 Key Application Features

- Visually rich Flash 3D environments
- Streaming or on-demand video
- Custom avatar selection
- Chat filtering and muting
- Web-based metrics system
- Extendable with games and other custom interactivity and features

WebFlock 1.0 Key Technical Features

- Adobe Flash-based user interface; no downloads or custom plug-ins
- Highly scalable to 1,000's of concurrent users with automated space-mirroring and load balancing
- Monthly subscription package includes software, maintenance, technical support, and hosting

For more information on how **WebFlock** can power your online community, promotion or branding campaign, contact The Electric Sheep Company at:

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