

RAMP

Universal search & publishing management console

RAMP: YOUR UNIVERSAL MANAGEMENT CONSOLE

RAMP is the Web's first management console that enables premium site publishers to powerfully and intuitively manage content feeds, organize content into channels and topics, publish search engine friendly topic and landing pages, and integrate with existing site infrastructure. RAMP makes it easy for "infotainment" Web site operators to connect their content with audience, regardless of format. RAMP ensures reach, access, monetization and protection of your online text, image, audio and video content. With RAMP, EveryZing's customers have complete control over EveryZing's solution suite, including MediaCloud, ezSEO, ezSEARCH and MetaPlayer.

RAMP up your Web site

EveryZing's award-winning solution suite drives increased content discovery, site engagement and monetization opportunities. The RAMP console seamlessly integrates with our solutions to deliver point and click management and workflow and enable turnkey integration into your Web site. In addition, RAMP is designed to complement your existing CMS, advertising and analytics platforms.

Comprehensive Control >

With both "point and click" capabilities and advanced code editing features, RAMP can be managed by technical and non-technical users alike to ensure EveryZing products are integrated into customer sites to fulfill their specific needs. As a turnkey hosted solution, RAMP enables you to deploy MediaCloud, ezSEO, ezSEARCH and MetaPlayer in a matter of weeks. RAMP addresses five critical dimensions of the universal search and publishing challenge:

1. Content – accurately index and syndicate new search engine friendly pages
2. Publishing – automatically format and post content on your site
3. Advertising – easily integrate sponsor messages into page templates
4. Search – manage multiple search collections and tailor keyword associations to spotlight targeted content
5. Reporting – understand your content collections by topic and site visitors' viewing trends

Intuitive Interface >

RAMP includes user-friendly interfaces to add content feeds, create search catalogs, create content "channels" on your site, deploy search engine friendly templates, configure video player features, and manage ad and analytics tags.

R – A – M – P SPELLS WEB MULTIMEDIA SUCCESS:

Reach – RAMP lets "infotainment" sites expand their audience by making more web content easily accessible.

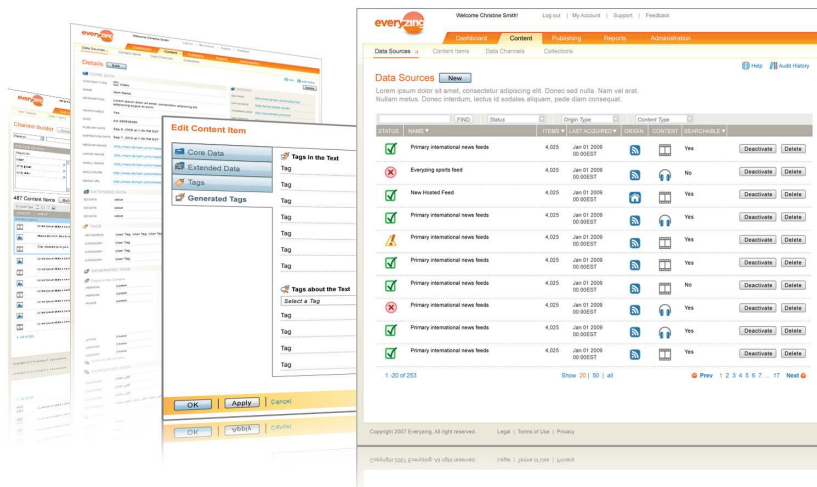
Access – RAMP increases visitor access to your content by making text, image, audio and video content easier to discover on major search engines and on your web site.

Monetization – RAMP helps you monetize your content assets by driving visitors to the specific content (and related, contextually relevant advertising) that they're most interested in.

Protection – RAMP can protect your multimedia assets by helping you to discover where on the web they've been published.

RAMP HIGHLIGHTS

RAMP's user-friendly interface handles all of the management and workflow needs associated with the EveryZing solution suite and can be configured to handle any number of administrative users and permissioning profiles.



- **Easy creation and management of content feeds** to add to collections based on standard RSS format. You can also add a feed to multiple collections and set syndication rules. Episode-level management enables users to quickly locate an episode to add rules, delete and more.
- **Powerful metadata management** at the file level for editing and creating tags, assigning topics and editing transcripts. Edits to audio and video transcripts are then re-processed to add word level time-stamps back in.
- **Template-driven publishing**, which enables rapid deployment and flexible layouts. Custom templates can be created and loaded to the system for ongoing management. Options include landing page templates, search results, media play pages and more.
- **Robust topic page management** to deliver a scalable solution for the creation and management of topic pages while providing the level of editorial workflow you require.
- **Point and click ad tag management** to optimize monetization of your content.

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ABOUT EVERYZING

EveryZing, Inc. is powering next-generation universal search and publishing technology for online content. As the only solution for the comprehensive indexing of all content formats (text, audio, video and image), EveryZing's white label products enable its customers – purveyors of online “infotainment” such as news, entertainment, sports and business – to improve the search experience, drive user consumption of multimedia content and capitalize on the \$20 billion online advertising market. The company's core intellectual property and capabilities leverage speech-to-text technology and natural language processing to drive its award-winning suite of solutions, including ezSEO, ezSEARCH, MetaPlayer, MediaCloud and RAMP.

