



## Elertz Technology overview for online marketers

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## What exactly is elertz?

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### The concept

Elertz is new, disruptive internet communication technology that will improve the way you communicate with your end users significantly improving your ROI and web site performance. Elertz uses traditional internet protocols to deliver your website content directly to your users desktop but in a different way to the usual channels such as email and RSS and much more effectively.

### The technology

Elertz utilises the latest Adobe AIR desktop widget technology which was launched in March 2008. The widget itself does not require administrator rights to install, is lightweight at less than 500K and only operates through the Adobe AIR framework making it intrinsically safe and benign. It is platform agnostic running all flavours of Microsoft, Mac's, Linux and soon to be available on most internet connected mobile devices. In effect, elertz allows you to have your own bespoke Adobe AIR desktop widget without having to develop it yourself.

### Your branding permanently on the desktop

Out of the box the elertz desktop widget is generic in its branding and appearance. All of this is defined completely by you. If you have many websites you can have many different branded elertz widgets but only one ever needs to reside on the desktop and this can deliver messages from any other elertz enabled web site. For example:



fig 1.0 bbc branded widget.

## The big benefits

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### Delivering multimedia content

Elertz is the way of delivering video straight to the desktop. The only content that elertz can deliver to the desktop is a URL. Elertz has full browser capabilities which means it can deliver video, java and flash games straight to the desktop. Moreover, these URL's are your URL's so you can track the activity as part of website analytics reporting package. Video clips, live video feeds, streaming radio, MP3's, PDF's call be sent.

### Making RSS work the way users always wanted it to

How many websites have RSS feeds? Answer - lots of them. How many users actually use RSS feeds? Answer - hardly any! Why is this? It is because RSS is too unwieldy and difficult for ordinary users to understand. Elertz can be the conduit for just delivering the content your end users ask for. For example if you have a site that sells music and a user just wants to know about specific bands, such as 'Kings of Leon' or 'Pendulum' they just get elertz messages with the URL from the RSS feed that match these bands.

### Avoid the email mix

If you have strong brand that you're your user base identifies with then don't let your messages to them get lost in their inbox. Where you may be lucky to get 15% open rates for

your email you can get 100% delivery and 90%+ open rates for messages to your elertz widget. Elertz offers guaranteed delivery to everyone within 30 seconds whether to one person or 10 million.

#### Audit / Traceability

Trace the delivery and opening of your messages through Elertz statistics or observe it through your own web analytics packages.

#### Customisable Client Buttons

For public websites customisable buttons can be used as sponsored links, for intranets as direct access to specific web site pages.

#### Easy to implement

Implementation is very easy and straightforward. It is easy to include elertz messaging in blogs, forums and content management systems.