



SwarmTribes Version 2.0 Factsheet (May 2009)

Overview of SwarmTribes 2.0

SwarmTribes 2.0 is a major enhancement of SwarmTribes based on 18 months user feedback and is FREE to users and provides a **1-stop shop for any social object owner (music band, musician, sports team, hobby club or good cause) wanting to interact with their fan/supporter base.**

SwarmTribes offers a more engaged form of interaction than other social media and supports any and all communication channels including web, email, SMS, Instant Messengers, *Skype* and mobile web.

Fans/supporters can be initially engaged by email, then the most enthusiastic fans can join an online messageboard which they can access over the web and from any mobile phone handset anywhere in the world without incurring any SMS costs.

Fans and supporters can create their own private swarms within the main swarm community and any fans who join these swarms are automatically added to the main community providing a unique way to rapidly grow a fanbase.

New Features in SwarmTribes 2.0

- **Import** - automatically create swarms by importing from existing email lists
- **Full HTML emails and WYSIWYG editor** - create professional newsletters and mail shots with templates sheets and the ability to fully edit and preview before sending - all emails can be replied to with replies captured on the swarm messageboard
- **Enhanced Messageboard** - full admin of messages by swarm owner, ability for users to report messages, Read/Unread Message flagging, better layout and improved user profiles
- **Enhanced Invitations Processing** - invitation by email, SMS, mobile phone join or widget-based sign-up. Tracking of all invitations and acceptances. Multiple Invitations can be sent in one go (e.g. whole groups).
- **Enhanced Activity Reporting** - comprehensive reporting of community, swarm and user activity with detailed drill-down
- **Mobile Web Version** - simplified user interface for all mobile phone browsers and screen sizes
- **Swarm API** - comprehensive API with full authentication, session management and rich set of services

For more details visit www.swarmtribes.com