
Yooba Facts

Yooba Studio is a 'software-as-a-service' browser-based application that has been developed to simplify the creation and management of Flash content for companies and organisations, without any need for programming skills. As such, it enables users to create, administer and update Flash objects as easily as with a static content management system. In addition, Yooba Studio provides a very straightforward project publication process, combined with comprehensive back-office administration and planning tools.

Yooba's ideal target market is professional editors and marketers, for whom this service will complement their current marketing communications efforts. From a technology perspective, Yooba also complements the professional tools and software already widely used by marketing and creative people.

Characteristics and benefits:

- Using Yooba Studio does not require any specialist know-how or programming skills.
- Combining Yooba Studio (Flash) with an existing CMS (html) gives users complete control of web pages.
- Lead times for management, production and administration of Flash content are considerably reduced.
- Users can create their own libraries for storing self-produced content, including video, sound, Flash files and other graphic material.
- The service includes web hosting for all campaigns.
- The price model for Yooba Studio is scalable, in order to suit small and medium businesses, right up to enterprises.
- The publication process is quick and easy and embedding the Flash content into the html-code on a web page is simple.
- Yooba enables campaigns to be uploaded under a unique domain name. The domain can be purchased from within the service and the campaign published directly on the Internet without intermediaries.

About the technology:

- Yooba Studio has been built using Adobe Flex, Adobe's platform for RIAs (Rich Internet Applications). Adobe Flex is itself based on Flash and its mature graphical user interface, with its emphasis on usability and design.
- Yooba Studio is a so-called 'Software-as-a-Service' (SaaS) application. As it is web-based and continually updated, users are always working with the very latest version.
- The evaluation tool forms part of the back-office system and enables users to view statistics and information collected from site visitors.

About Yooba

Since 2001, Yooba has been a pioneering supplier of content solutions for the Internet. The company's offerings are specialised within the production of interactive advertising campaigns, from concept right through to production. Yooba's activities include several self-developed services that are run under the Yooba name and licensed to global businesses.

Among our customers are many large and small organisations, including Tiscali UK, Chicago Tribune US, Allers Norway, and Telia - Sweden's biggest telecommunications company.

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