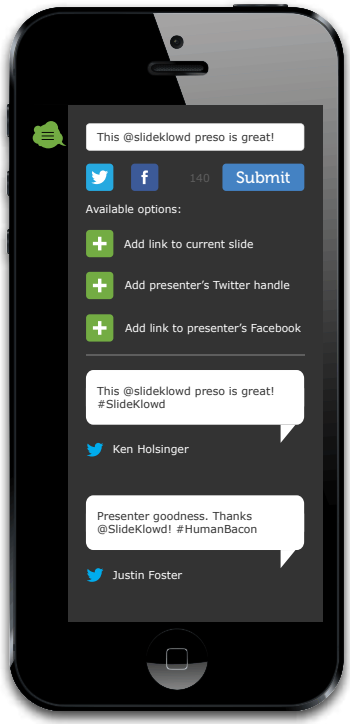
SlideKlowd®

2.0 RELEASE

SlideKlowd Version 2.0 Harnesses Crowd Emotion as Social Media Chatter.

October 4, 2013: A recent survey revealed that over 90% of event and conference attendees bring a smartphone or tablet to an event. Recognized as part of the much larger BYOD (Bring Your Own Device) trend, device usage in events and conferences has provided a challenge to presenters, facilitators and event producers. You can't really compete with the devices, so how do you harness them?

Enter SlideKlowd. Launched in 2012, SlideKlowd is referred to as an "Audience Engagement Platform". Rather than use traditional audience response tools like "clickers", SlideKlowd allows presenters to interact with an audience by pushing content, surveys, polls, questions etc directly to the audiences' smart devices. Additional features include note taking for the participants, questions and commenting, sharing results to the projectors screen and more. Using patent-pending technology, the presenter can monitor who is paying attention, who is responding to questions, who is commenting - all of which is available in a robust post-event analytics package.



On October 14, 2013, Klowd is releasing Version 2.0. The flagship feature is full integration of Twitter and Facebook. "We recognized that capturing social media chatter during a presentation is a key pain point" says Ken Holsinger, Founder / CEO of Klowd.com. SlideKlowd's 2.0 social media feature has 3 key elements:

Participants can elect to post comments directly to Twitter or Facebook. Social media comments automatically append the presenter's social media handle and the event hashtag. A link to a picture of the slide is also appended. The link goes to a "Klowdpic" where the slide content, comments, etc can be further socialized.

"Participants can now stay fully engaged to the presenter and his/her content without leaving the app" says Holsinger. This not only keeps the attention of the audience but provides a much broader social media footprint for the content. The social media feature also encourages greater social media participation but with much greater accuracy. "Rather than tweet out what's on slide, we giving the audience the chance to add their comments to the presenter's content" says Holsinger. As part of the SlideKlowd analytics package that captures and measures slide-by-slide data, social media traffic is also measured. "We are essentially taking crowd emotion and converting it to data and behavior" says Holsinger. Like several other features, the presenter can elect to turn the social media tool on or off depending on the type of presentation.

"Success in tomorrow's world will go to those who create bridges between content delivery and audience interaction, between offline and online worlds, and between the here-and-now relationships and what happens later. SlideKlowd is three for three."

Roger Courville - Chief Aha! Guy at TheVirtualPresenter.com

SlideKlowd version 2.0 contains approximately 30 new enhancements including some additional new features such as merging and editing presentation slides, a re-designed participant interface for commenting and improved compatibility with additional mobile devices.

Klowd.com will be conducting a series of live virtual events to show how SlideKlowd 2.0's new features work in events and conferences, training workshops, education and more. Visit www.slideklowd.com for more details.

About Klowd.com

Based in Eagle, Idaho, Klowd.com develops applications that blend cloud technology, crowd emotion and mobile devices. SlideKlowd is the first of a series of audience engagement tools Klowd.com is launching - with future products planned for live television, political campaigns and sporting events. For more information: **Web: www.slideklowd.com Phone: 208-391-4590**