

Information - Communicating with the public

WinkBall offers safe, secure and personal video communication for public service providers to connect with the public.

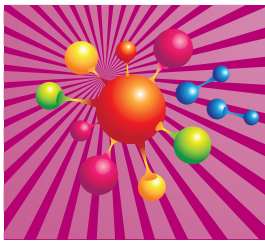
Enabling a powerful face-to-face encounter in difficult circumstances. WinkBall enables public service providers to communicate with the public, sending video messages and broadcasting content over the web. WinkBall connects the unconnected, bringing the emotional power of video messaging.



Connecting the Unconnected

- Are you concerned that vital information does not reach its intended audience?
- Do you know how specific public announcements are being understood?
- Would you like to increase the dialogue between public service information agencies and their audiences?

WinkBall provides the tools for public service information to be widely distributed in a compassionate and personal way, using the latest web-based technology.



Communicate with your users

WinkBall enables public service providers to send video messages and broadcast content over the web, creating powerful connections with each other, their clients, stakeholders and suppliers.

- Target information directly to individuals, increasing effectiveness and efficiency.
- Share vital knowledge directly with service users on a regular or scheduled basis.
- Right to reply: enable citizens to interact with government for representation, information or advice.
- Create an inclusive and enthusiastic response to public service policy and deployment.



WinkBall video communication incorporate a flexible and secure network for providers and a powerful emotional face to face connection for users.

- Service providers and their clients can record messages or chat live over the web. This information can be stored, organised and analysed.
- Public service agencies can create and organise video email campaigns efficiently. Produce branded email templates and upload or record content to be sent directly to a database of selected viewers.
- WinkBall video wall can be created around an idea, event or campaign allowing members of the public to contribute. Walls can be embedded into existing websites and accessed via unique URLs.
- For agencies who send information on a regular basis to their target groups WinkBall offers the ability to track, measure and evaluate campaigns. Find out where, when and who watched your message.
- Dedicated WinkBall channels can broadcast your video content to a group of subscribing members. but essential - targeted health campaigns, for example.

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Notes: