



KReporter: Community Building Reporting

Product Sheet

JJCS's KReporter Breaking News Mobile App blends crowd-sourced reporting with sponsored viral behavior and community building.

KReporter is cloud based and provided as Software-as-a-Service (SaaS) ensuring high availability and low cost of entry. KReporter does not require any changes to your current working environment and can be ready to go in no time.

KReporter includes embedded revenue opportunities and is white labeled for sponsorship or branding. KReporter is first of the many JJCS cross-platform mobile apps targeted at news media organizations.

KReporter can be part of a JJCS viral social media program sponsored by your advertisers, increasing your news coverage and advertising revenue.

Using KReporter, users sign in at an event by scanning a QR Code at the event, or by GPS proximity. When tied to sponsorship, users can receive points, coupons or other valuable incentives for signing in, or discounted tickets and incentives to attend.

With KReporter's coupon wallet, users can store tickets, coupons and points for use at Point-of-Sale or online.

Event coverage can be incentivized and, with appropriate user opt-ins, users can see counts and locations of other KReporter users at the event. Using push technology, users can be alerted to under-covered areas of the event, or at entertainment venues to new performances.

For hard news, KReporter users can see where other "KReporters" are reporting from and join in to provide you with the kind of coverage no news organization can afford.

Whether at a sponsored event or hard news, KReporter encourages your users to cover.

Whether a small community media company or a large multinational, KReporter delivers the news in the right form for you, from enthusiastic free reporters. All news is GPS and time stamped. KReporter ensures that you know who is sending you content, so that you can follow up, get additional information, and an interview with the eyewitness.

The Facts

- Fastest way to get breaking news from your readers.
- Designed for large venue events and crowd-sourcing.
- SaaS for minimum startup costs.
- Built-in Revenue Opportunities
- Branded by your paper or sponsored
- No modifications to your editorial content management system (CMS).
- Stories can flow directly into your editorial CMS, or website.
- Each story has a release.
- You know who, what, when and where.
- Required and Optional data fields.
- Optional Ad display based on type of story and user location.
- Cloud-Based
- iPhone and Android available, Windows Mobile 7 coming

Beta Testing Begins Q1 2012



Breaking News and Reporting Apps From JJCS

To-The-Second 360° coverage of breaking news events with JReporter, KReporter and ProReporter from JJCS

JReporter™, KReporter™ and ProReporter™ provide the three levels of mobile reporting your organization needs to cover breaking news, build community, generate revenue and recover ROI.

For individual consumers, JReporter provides complete breaking news coverage from your users with revenue opportunities and no ongoing cost. All stories are complete with video, audio, or stills along with all of the information you need to immediately route this story. Information includes contact information, so you can vet the source and call the eyewitnesses while they are still at the event, and a release so you can use the story immediately.

Advertising is displayed based on the story category. JReporter is available white-labeled for sponsorship or branding. And a headline scroll from your news feed keeps your brand at the top of the user's mind.

For Crowd-sourcing and community-building, KReporter adds GPS, QR Code and time-place event crowd sourcing and viral behavior. With KReporter's viral behavior features, advertisers and other sponsors can reward users for such behavior as spreading a sponsored app, attending an event, or covering an event by submitting a story. Rewards are in the form of coupons or loyalty points stored in KReporter's coupon wallet.

At large venue events, KReporter users can see how many other KReporter and JReporter users are at the event, and optionally where those users are.

For large events, whether entertainment or hard news, no media company has ever had the up-to-the-second 360° coverage that your organization can have with JReporter and KReporter.

For Professional the Mobile-Device Field Reporter, there is nothing like **ProReporter**.

Professional reporters and their news organizations need a low-cost, fast ROI solution to the increasing need to report local news from the field. With the immediacy of electronic reporting, your reporters need to collect and send web-quality video*, print- and broadcast-quality stills and audio, instantly into your news CMS. Connecting to a website won't do. It needs to happen seamlessly and reliably.

Editors need to communicate with the reporter irrespective of whether in the office or in the field. For most news CMS systems, ProReporter supports queue and work assignment viewing, and two-way communications with editors.

NITF RSS feeds are available for JReporter, KReporter and ProReporter.

