



# news console promotional

## Delivering breaking news direct to your desktop

We are all aware of the wealth of information available over the Internet. Unfortunately locating and tracking pertinent information via existing Internet 'search engines' can be an arduous and time consuming task.

What people require is an intuitive tool to provide them with relevant information, as soon as it becomes available.

### Functionality

**NewsConsole** retrieves information from around the web and presents the user with changing news snippets consisting of:

- News Category
- Headline
- Source of the article (and hyperlink to the source)
- Date and time
- Hyperlink to the article
- News item number
- Total number of news items in that category

**NewsConsole** is constantly updated presenting a list of latest news in real time and in sync with the news published on the web.

**NewsConsole** can be viewed as part of a webpage or can be detached by the user and sit permanently on the desktop. Once detached it can be scaled to a size that the user feels comfortable with and can even be made 'full screen' for use as a common display.

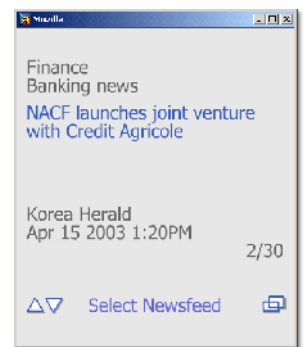
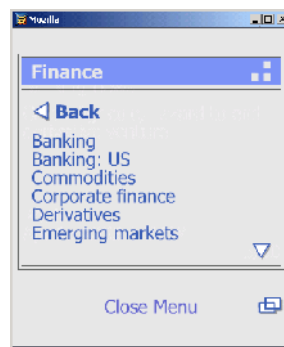
Developed in Macromedia Flash an efficient vector-based format, **NewsConsole** is compact and quick to download. News articles are easily accessed by clicking on the headline, which opens up the article in a separate browser window.

### Promotional NewsConsole

Happyworm offers a promotional version of **NewsConsole** which can be used as a catalyst in a viral marketing campaign.

Personalised with your company's brand and customised with news to interest your target audience, **NewsConsole** is the web-based equivalent of the branded mug or pen, something that is genuinely useful enough for people to use everyday and something unobtrusive enough to sit permanently in the corner of users desktop. But unlike a mug it is extremely cheap to reproduce and distribute.

By placing a link for your website on its surface, the **NewsConsole** also becomes a click-through advert. But more powerful than that it provides a mechanism for users to quickly and easily share this great tool with friends and colleagues. People generally like to share cool new gadgets with their peers. Imagine just a handful of people telling another handful of people who in-turn tell yet more people and so on. Before you know it you have a great viral marketing campaign on your hands.



### Going mobile

Due to its scalability and platform independence, Flash is fast becoming a popular format for a new wave of mobile devices. **NewsConsole** delivery systems could include palmtops, pocket PCs and the latest generation of mobile phones.

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Try out the **NewsConsole** demo:  
[www.happyworm.com/flashdemo/newsconsole](http://www.happyworm.com/flashdemo/newsconsole)