

**FOR IMMEDIATE RELEASE**  
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## **RTC VIRTUE - YOUR PERFECT SALESPERSON**

### ***Interactive Video Technology Company Launches Revolutionary Online Sales Tool in the UK***

London, UK: Real Time Content, Inc, (RTC) today announced the launch of their virtual sales application: "RTC Virtue", also dubbed "Your perfect salesperson". RTC uses interactive video technology to create a completely personalised sales experience for online customers. It gives customers a superior online buying experience and provides a value for money solution that complements a company's existing sales team. Following its great success in the US, RTC is now launching RTC Virtue in the UK.

Since the company's spin out from BT in 2008, RTC have developed revolutionary interactive video technology which breaks the mould of online advertising. RTC technology effectively monitors, measures and adjusts digital content to create personalised video in real time. RTC Virtue is:

- Engaging: each experience is personalised and leverages the power of video to connect with customers in meaningful ways
- Relevant: content can be personalised by hundreds of parameters including industry, business type and region
- Interactive: customer choices are captured and content is adapted in real time

RTC Virtue replicates aspects of the one-to-one live sales experience with added benefits. Customers view the sales presentation at their own pace, selecting topics of interest in addition to the pre-selected company messages. As a result, customers learn about the benefits most relevant to them and the entire experience is very real and very personal.

To implement the virtual sales tool, RTC captures a client's existing sales experience and efficiently integrates it into their platform. By reflecting "best practice" sales techniques captured from the client's traditional sales process, RTC Virtue's conversion rate can exceed human sales conversions.

US premier marketing intelligence supplier Equipment Data Associates (EDA) turned to RTC's revolutionary video technology to create a personalised online virtual sales tool for each of their direct mail prospects. When a prospective client visits a personal URL (PURL) supplied through EDA's direct mail campaign, RTC's platform is able to create a personalised video that incorporates the visitor's name, current date, location, and product features which will most benefit that particular visitor.

"David Kane (EDA's virtual salesperson) is our best ever sales hire!" said David Schwartz, EDA Vice President of Sales and Marketing. "He's ultra reliable and works 24/7, 365 days a year – and gives a perfect personalised presentation every time. The RTC service has more than doubled response rates compare with traditional Webex presentations."

"I'm delighted that we've now launched RTC Virtue in Europe as well as North America", said Tom Quinn, CEO of RTC. "RTC has a clear focus on Response Marketing which delivers measurable results – this is reflected in our work for some of the world's most prestigious brands including Manchester United, Sony Ericsson and Nationwide. Time after time we've delivered massive ROI for our clients - our work for Nationwide increased their sales by 50% and the campaign paid for itself within six weeks." Tom Quinn added, "I can't

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say too much right now, but expect to see more innovative RTC technology at work in a major campaign in the run up to Christmas.”

To find out more about the RTC Virtue service, please go to <http://www.rtcvirtue.com>

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### **Notes to Editors:**

#### **About RTC**

Real Time Content, Inc. transforms the traditional linear online video encounter into a dynamic and interactive experience with millions of customised variations specific to each person. Now, brands, advertisers and interactive agencies can use RTC's Interactive Media platform to reach individuals with unique video content that is constantly changing with each interaction. Using video generated for online, mobile or TV, this new approach shifts the online paradigm from contacting the mass market to connecting to the individual. Validating its approach, AlwaysOn selected the company as an OnMedia Top 100 winner as well as Red Herring naming the company a Europe Top 100. RTC have also won the Tech Media Invest Top 100, the GTB Innovation Award, the Advertising Research Foundation Award, and the Internet Advertising Competition Award.

RTC has offices in London and New York and is led by a world class team of seasoned executives with funding from British Telecommunications Plc. and New Venture Partners.

For more information about Real Time Content, Inc, please visit the website at <http://www.realtimecontent.com>.

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