



STORAGE VISIONS® 2011

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT

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ENTERTAINMENT
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Terence Swee, CEO, muvee

TITLE

Video...Managing, Leveraging The Effective Social Media Tool

ABSTRACT

Today 1 out of 2 US workers use public-facing consumer media sites for business purposes at least once a week. Their goal is to build transparency, trust and a closer more positive relationship between partners and customers. Success in social media is measured in terms of speed, quality, clarity, economy.

Written word social media activities -- blogs, ideasourcing, microblogs, community discussions -- are the most widely used. However, they are not as clear, concise and attention holding as video content.

Brand managers/communicators limit their use of video because of they feel good video requires a long lead-time, it is expensive, it lacks fast response/intimacy or if produced on a limited budget suffers from marginal quality.

Swee will discuss the new wave of social media videos organizations are producing and using. He will show examples of actual business video social media projects and as well as the success metrics of the efforts. He will discuss how large and small businesses can develop and strengthen B2B and B2C relationships on a modest to shoestring budget with the most universally understood social medium...video.

BIOGRAPHY

Terence co-founded muvee in 2001, achieved profitability within three years and now have offices in Seoul, Tokyo and San Francisco, with headquarters in Singapore. muvee's patented products are licensed to over 300 million devices from PCs, to digital cameras, cell phones and portable storage.

Terence has a Masters Degree in Electrical Engineering from the National University of Singapore, published papers at conferences from Israel to Budapest and is also an accomplished jazz pianist. His music analysis algorithm powers muvee's automatic video editing software.

Terence was named Young IT Professional of the Year in 2005 by the Singapore Computer Society, and together with co-founder Dr. Pete Kellock, were finalists in the Ernst and Young Entrepreneur of the Year 2006.