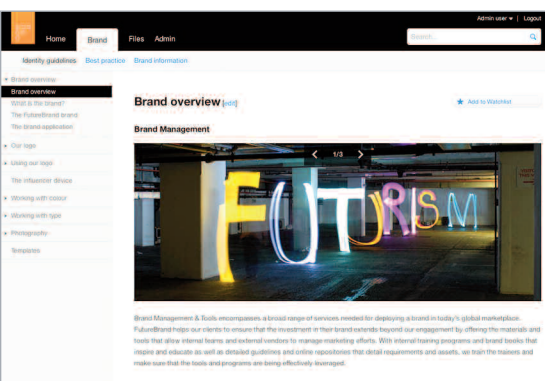


VYRE announces a New Strategic Partnership with FutureBrand!

April 2011

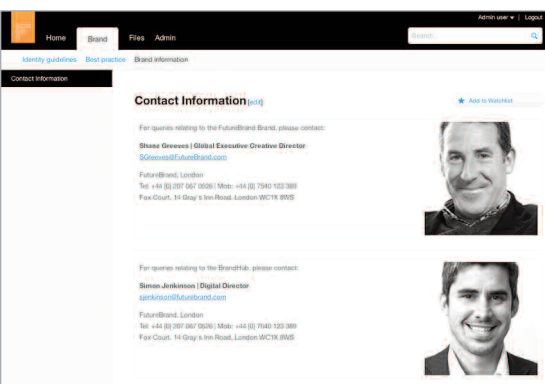


VYRE Ltd and FutureBrand are pleased to announce a new strategic partnership, bringing together a leading specialist in brand asset management (BAM) software and a top 5 global brand consultancy to promote and advance VYRE's new suite of Brand Asset modules, On Brand.

Simon Jenkinson, Digital Director at FutureBrand, comments, "The Asset Management market is filled with solutions that meet baseline requirements but fail to inspire user adoption due to outdated operating systems, in both look and feel. After a detailed phase of analysis, we believe that On Brand is best in class, as it is the perfect mix:

born from technology but with high standards in user experience design."

"Utilising the unique expertise gleaned by managing some of the worlds' leading brands, we are bringing a new range of out of the box Brand Asset Management solutions to market," said Ruth Knight, Sales and Marketing Director at VYRE. Ruth goes on to explain, "We are proud to be promoting On Brand through FutureBrand's global network and FutureBrands' expertise on all issues brand related is a direct benefit to VYRE clients and to the continued development of our brand focused products."



On Brand

By drawing on the years of experience gained from managing some of the worlds leading brands such as Diageo, Nokia, Shell and Virgin Holidays, the On Brand suite of modules from VYRE sets high standards in the Brand Management space.

Designed on VYRE Unify, the award-winning marketing automation platform, On Brand allows users to start with the asset management and brand guideline modules and then extend as needs dictate. The modular On Brand suite is comprised of: assets, guidelines, creative workflow, web to print, campaign management and reporting. All of the modules are highly intuitive and elegantly designed.

A distinguishing feature of On Brand is the ability to manage multiple brands – enabling companies to have customised interfaces specific to individual identities. Furthermore, On Brand and the Unify platform offer the unique proposition to switch from an out of the box to a bespoke build model at any time. Such flexibility safeguards investments, as the solution evolves with business needs, minimising change management issues.

FutureBrand

FutureBrand, part of the McCann World Group, is a global top 5 brand consultancy within the Interpublic Group (NYSE: IPG – News). FutureBrand commands a global presence spanning 26 offices. Partnering with some of the world's leading brand owners, FutureBrand helps its clients to develop profitable brands both today and into the future. Offering a full range of services from consumer branding and corporate identity, to brand identity, brand management and beyond, FutureBrand works with its clients to measure and increase brand value, define breakthrough brand strategies and create powerful brand experiences. Clients include ArcelorMittal, P&G, Microsoft, Dubai World, Intel, Barclays Premier, Nokia, MasterCard, UPS and Unilever.

VYRE

VYRE marketing automation solutions protect hundreds of Global Brands, by delivering brand consistency across multiple regions and channels, greater transparency of processes and improved time to market.

VYRE's web-based modular solutions are built on the award winning VYRE Unify marketing automation platform and are available bespoke or 'out of the box,' licensed or provided as a service. VYRE Solutions are;

- Brand Asset Management
- Digital Asset Management
- Creative Workflow and Approvals
- Campaign Management
- Artwork Automation
- Multi-Channel Content Management

VYRE clients include: Diageo PLC, Nokia PLC, Virgin Holidays, Shell PLC, ESPN STAR Sports, Cambridge University Press, The AAT, IMG Media Group, Lowe & Partners Worldwide and FutureBrand.

Get in touch

We would be delighted to give you a run through of On Brand in person or by phone. To arrange a demo or for more information please give us a call now on +44 (0)207 749 1800 or email our sales team: sales@vyre.com

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