



# Modern Journalism and Inmitem Events

Jaromír Fulnek

CEO

Prague, 26<sup>th</sup> June 2009

# Who is Inmite?

- Innovative startup
- Specialist in on-line applications
- Android platform developer
- Google APIs specialists
- Data visualizator





# What do people want?

- To know
- To publish
- To take and share pictures
- To know what's going on right now and where
- To be a part of the community
- To know what their neighbours are doing

# Modern trends in Journalism

- Interest and involve people
- Be faster than the others
- Be brief - people don't have time
- Visualize news - first sight info
- Be (hyper)local
- Be open-minded
- Have loyal readers



# Hyperlocal Journalism

- Turns citizens into journalists, significant role of place
- Covers the needs of particular communities
- Fill areas neglected by mainstream media
- Easily customized
- Can grow with community
- You see it, you report it. Now.



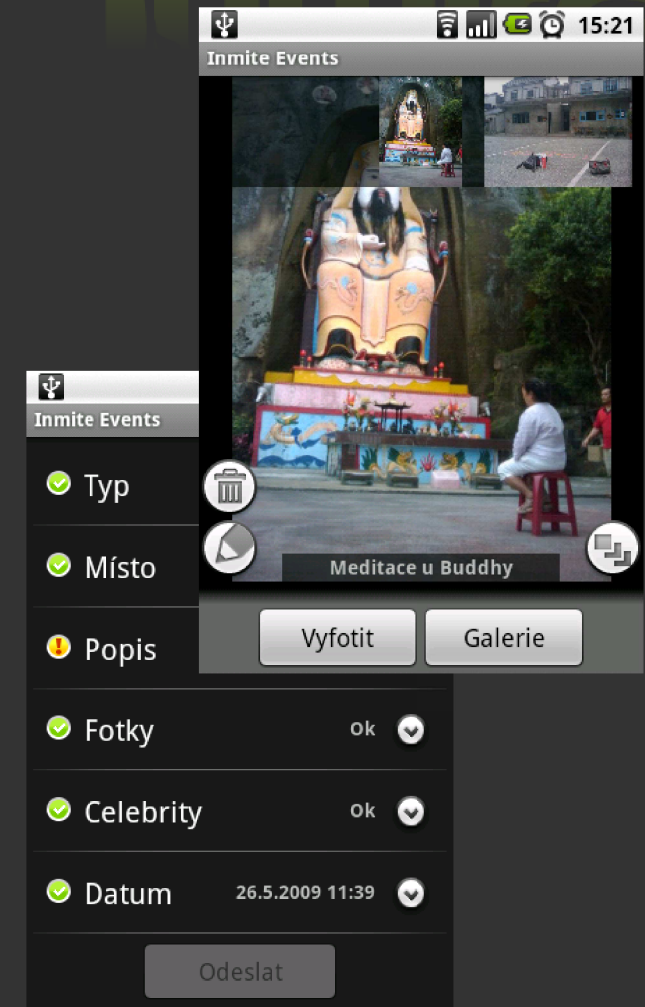


# What are Inmite Events?

- Mobile phone/web service
  - Enable to send articles and photos from the phone to the web in 10 seconds
- Report tool
  - Add automatically the position on GoogleMaps
- The fastest Journalist tool
  - Offer to categorize the article directly on place

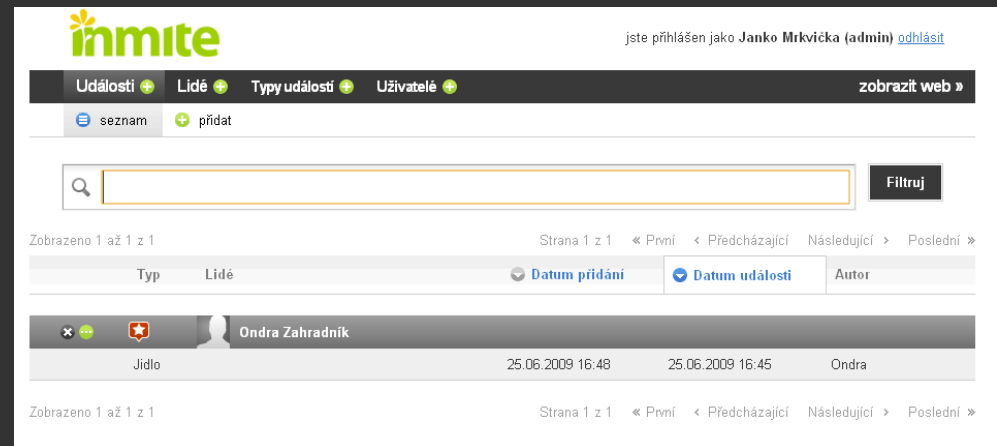
# How does it work? - Phone

- Take a picture on Android
- iPhone version soon
- Write a description or an article
- Categorize the article
- Add whatever information you want
- Time and place added automatically
- SEND IT!



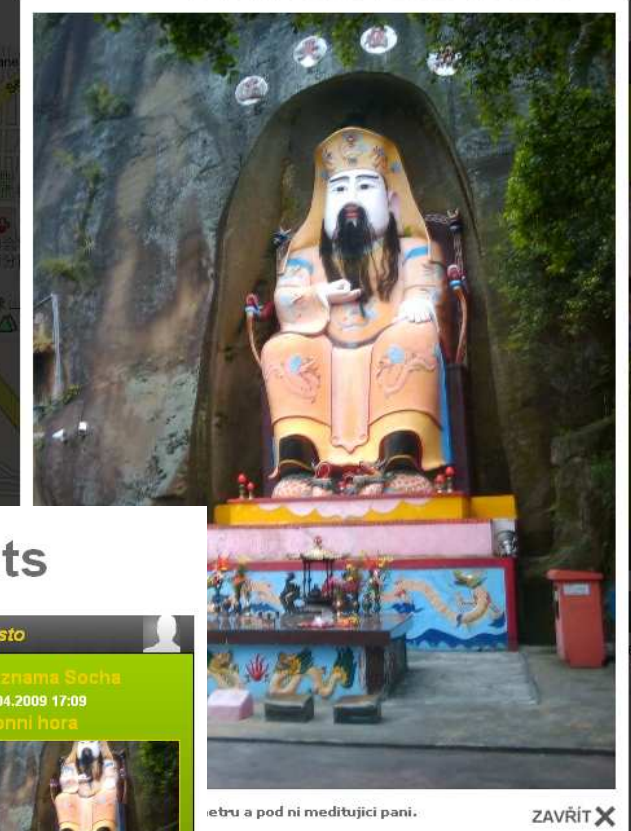
# How does it work? - Admin

- Get the articles
- Review and edit
- Add information
- PUBLISH IT
  - Automatic publishing for verified contributors
  - Verification based on number of not-banned articles
  - Once the article is banned contributor loses verification



# How does it work? - Web

- Read articles, See photos
- See places on map
- Choose categories or places
- Search



**inmite**

## Inmite Events

**Co jsou Inmite Events?**

- On-line události na internetu
- Zpravodajství tvořené lidmi
- FotoBlog
- FotoTwitter
- Nástroj vnitřní komunikace

**Jak lze prohlížet**

- Na webu
- Jako mapplet

**Jak lze publikovat?**

- Přes webové rozhraní
- Pomocí Android klienta přímo z mobilního telefonu
- Přes intuitivní RESTové API

**Webová aplikace**

- Veřejný web jako statická aplikace
- Administrativní aplikace napsaná v Grails
- Správa uživatelů, lidí, typů událostí
- Tvorba událostí a správa fotografií
- Schvalovací mechanismus
- Události jsou nahrávány dynamicky AJAXem

**Misto**

**Neznama Socha**  
30.04.2009 17:09  
Slonni hora

Občas vás na výlete džungli překvapí něco podobného. Ideální místo pro meditaci.  
Autor: **Ondra**

**Misto**

Na trznicích chodíme nakupovat zeleninu a ovoce.

**Misto**

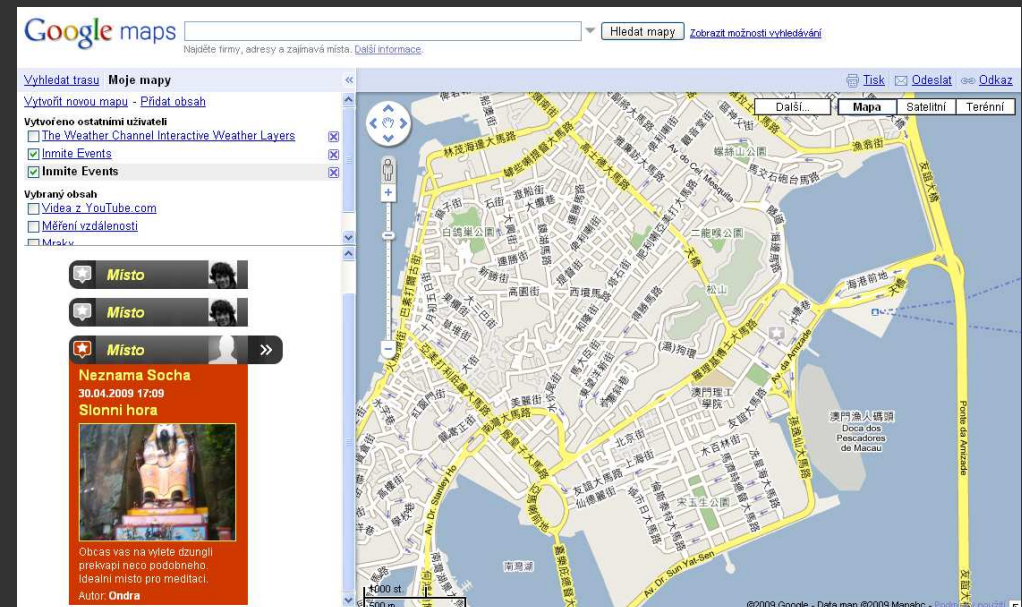
Občas vás na výlete džungli překvapí něco podobného. Ideální místo pro meditaci.

**Jidlo**

Sushi je jedna z největších pochoutek. Pekne cerstve z more chutna nejlepe.

# How does it work? - Mapplet

- Google Mapplet with articles
- Added easily as a Google gadget
- Embedded into any site
- Added to MyMaps





# In what does it result?

- Fastest, visualized, local news
  - You have the article published on web in a few seconds
- Citizens-driven content
  - Everybody can be a journalist
- Enhanced local community
  - You know fast what's going on in your neighbourhood
- Loyal readers



# What does it bring?

- Saves time and money for media
  - Automatic insert
- Always actual content
- Competitions and enquiries
  - Best picture of place, house, people
- Better society
  - Crimes, illegal junkyards
- Happy readers





# Thank you for your attention

If you have any questions I will be happy to answer

Try at <http://events.inmite.eu/>

Visit us at <http://www.inmite.eu/>

Jaromír Fulnek – [jaromir@inmite.eu](mailto:jaromir@inmite.eu)