

Nonprofits Embrace Social Media Platform – Wiffiti Gives Nonprofits Ability to ‘Text out Loud’

BOSTON, Mass. – Apr. 3 (SEND2PRESS NEWSWIRE) – LocaModa Inc., a pioneer of interactive out-of-home social media, today announced that Wiffiti, their proprietary text messaging platform, will be a part of the Nonprofit Technology Conference in Washington, DC on April 4-6, 2007. The conference, focusing on Reinventing Politics: Creating Social Change From the Ground Up, will bring together over 1000 representatives from the nonprofit sector.



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Wiffiti enables anyone with a cell phone the chance to express ‘the word on the street’ in a bold, clear and resonant way.

“Wiffiti is a way for people to ‘text out loud’ when they are away from their desks. Part of the inspiration for Wiffiti came from seeing a rerun of the classic 1976 movie Network. When Peter Finch’s character, Howard Beale shouts: ‘I’m as mad as hell, and I’m not going to take this anymore!’ we thought, let’s give people the chance to connect and yell what they’re mad about. We’re doing this by connecting screens in locations and events to websites, blogs and social networks,” said Stephen Randall, LocaModa’s CEO.

Wiffiti screens will be displayed in the exhibit hall on the opening day of the event, as well as on a grand scale in the evening reception and the conference-wide “after-party.” The screens will allow attendees from a wide range of organizations to pool their opinions by sending a text message to the screen, viewable by everyone at the conference and open for participation online at www.wiffiti.com. You can also add polls and petition widgets extending Wiffiti’s functionality. Text messages may be organic, or may respond to “thought starters” that will be shown in rotation on the screens.

“By demonstrating how everyone’s phone can be used to amplify a cause at events and on the web, Wiffiti is the ideal application to highlight at NTC,” said Katrin Verclas, Executive Director of NTEN, “The conference is all about creating communities among nonprofits, and giving these communities a stronger voice. Wiffiti embodies these goals perfectly.”

LocaModa is also going to donate a Wiffiti system to an organization that messages the best ‘Text out Loud.’

About LocaModa

LocaModa enables interactivity between mobile phones and out-of-home networks via the web. The Company was founded on the insight that millions of people accustomed to the immediacy and richness of the web will seek the quickest and easiest method of getting information, entertainment and social

experiences when they are away from their desktop PC or TV. That immediacy will come via the mobile phone connecting and controlling media on out-of-home networks such as Wi-Fi hot-spots, narrowcast digital signage, and IP-based entertainment networks (jukeboxes to cinemas). LocaModa Inc. is a privately held company, incorporated in Delaware, headquartered in Massachusetts and founded by Stephen Randall, a former EVP/Founder of Symbian.

Additional information can be found at www.locamoda.com and www.wiffiti.com.

About NTEN

NTEN aspires to a world where all nonprofit organizations skillfully and confidently use technology to meet community needs and fulfill their missions. They are membership organization of nonprofit technology and program staff and technology providers. NTEN facilitates the exchange of knowledge and information within communities, connecting members to each other, providing professional development opportunities, and spearheading research, advocacy, and education on technology issues affecting the entire community.

Additional information can be found at www.nten.org.

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