



# VisioBrand Press Release

---

## VISIOBRAND NEW GENERATION BRAND PORTAL INTRODUCED

The launch of the new generation brand portal has been announced recently - [www.visiobrand.com](http://www.visiobrand.com)

After considerable discussions with midsize and large companies, marketing and communication professionals and private surfers, we concluded that individual and business surfers alike have not been particularly pleased with their internet experiences. It is not hard to see why. There are hundreds of thousands of web sites in the Internet, and more come every month. Less than 10% of the total number of websites is well structured and categorized. The available search engines do not ensure reliability and creditability of their search results, thus leaving the surfers to flounder about in the chaos of links.

Such situation incited the idea of a reliable brand portal containing best-quality information about thousands of recognized brands and links to their official web-sites. Thus, the portal has been created that takes brands out of the Internet chaos and offers a qualitatively new communication medium between brands and consumers.

### The innovation:

- The site is an online catalogue of brands that has been created manually; all brands and links to them have been verified by humans and could be trusted. Thus, it guarantees that all search results are relevant sites and reliable brands.
- We provide a unified categorization of available brands, which simplifies search for the required products and services.
- Search results are presented with visuals, which ensures a better perception and recognition of brands presented in the catalogue.
- Fast access to the hottest brand offers available at the moment through hotlinks.

### The offer:

- 100 % verified brand content
- 100% visually oriented
- 100% efficient search engine
- Absolutely fast and unique

### The most appealing features for surfers:

- One address to easily reach thousands of brands worldwide
- Integrated and easy-to-use intuitive panel for route navigation
- Easy and direct search for targeted brands and branded products
- Quick extraction of targeted data and content, easy search per category
- Easy comparison of products and offers
- Assurance of receiving relevant information from official sources only

### The most appealing features for brands:

- Brands are out of the Internet chaos and thoroughly categorized in a catalogue
- Increased brands recognition thanks to brand logos placed next to the links to the corresponding web-sites and other visuals

- Medium of direct relationship with the public and potential customers
- Universal marketing tool facilitating market trends research and analysis of consumers' behaviours for registered clients
- Regularly updated content

[www.visiobrand.com](http://www.visiobrand.com) improves the quality of search results and saves time spent in the Internet looking for any brand information thus leaving more quality time for interaction with brands of your choice. Our mission is to establish a direct contact between consumers and brands as well as to promote and facilitate interactions between them.

Now you can experience the advantages of **VisioBrand** yourself!

For more information please contact us at:

VISIOBRAND  
[www.visiobrand.com](http://www.visiobrand.com)

**We hope you enjoy using VisioBrand!**