

User integration today

## InterRed Community

---

InterRed Community offers a diversity of directly value adding functionalities. The launch of an interactive Web2.0 portal becomes an easy practice with the content management system InterRed. Being provided with the possibilities to let users generate, as well as rate, content, InterRed makes available the tools to convert each web presence into an interactive platform. This is independent of the aim of the project, whether a topic- or voting-oriented community should strengthen a brand, a social network should be created or relevant and rated products should be recommended in terms of social commerce. A community-based information platform of self-regulating content becomes a realistic option with the combination of InterRed Online and InterRed Community.

Furthermore, the use of InterRed Community enables the linkage to the forum software vBulletin , including the automated synchronization of user data and single-sign-on. It also offers the possibility of discussions at the place of content.

---

© 1997-2012 InterRed GmbH, Eiserfelder Straße 316, 57080 Siegen,  
<http://www.interred.de>, [info@interred.de](mailto:info@interred.de)  
Tel. +49 (0)271/303 77-0, Fax +49 (0)271/303 77-77

## Identity management via community

---

Registered members of the online community can manage their profiles intuitively and comfortably. Beside personal data, the profile can contain information about preferred forums or news channels, contact lists and community-internal messages. The visibility or publication of the stored data is defined by the user. Thereby, the user might be able to get in contact with other users who have similar or desired profiles (matchmaking) or he can only be provided with news about the desired topics that are defined in the profile.

---

© 1997-2012 InterRed GmbH, Eiserfelder Straße 316, 57080 Siegen,  
<http://www.interred.de>, [info@interred.de](mailto:info@interred.de)  
Tel. +49 (0)271/303 77-0, Fax +49 (0)271/303 77-77

## Community as a recommender system

---

Furthermore, the community provides the possibility of rating content, and also rating existing ratings (voting), to the user. A sufficient number of user ratings enables, for example, a collaborative filtering of content that results in only positively rated content being shown. In this context, InterRed can optimally be used as a recommender system that, based on a filter, recommends a useful extract of a total data volume to the user. The filters are composed of the collectively created ratings of the community and can create concrete recommendations to the user. An automatic placing of these recommended articles on the homepage or the placing of teasers for them is also possible.

---

© 1997-2012 InterRed GmbH, Eiserfelder Straße 316, 57080 Siegen,  
<http://www.interred.de>, [info@interred.de](mailto:info@interred.de)  
Tel. +49 (0)271/303 77-0, Fax +49 (0)271/303 77-77

## Digital assets and/or editorial content form the centre

---

Not only editorially produced texts, videos and pictures can form the data foundation that acts as the centre of the community creation. Just as well, external journalistic or user generated content (USG) can be used.

Whether users of voting communities should benefit from the ratings of others, specialists want to exchange usable solution-oriented knowledge, manufacturers want to provide a solution-oriented support platform to their customer or just the basis for communication and entertainment should be created InterRed Community is always the right tool to be applied.

---

© 1997-2012 InterRed GmbH, Eiserfelder Straße 316, 57080 Siegen,  
<http://www.interred.de>, [info@interred.de](mailto:info@interred.de)  
Tel. +49 (0)271/303 77-0, Fax +49 (0)271/303 77-77

## Technical basis for making use of a social phenomenon

---

Communities define themselves not by a specific technology, but by the content that brings them together. It therefore is primarily a social phenomenon, which nevertheless does require the existence of certain technical tools that reduce obstacles for participation to a minimum. InterRed is exactly this tool.

---

© 1997-2012 InterRed GmbH, Eiserfelder Straße 316, 57080 Siegen,  
<http://www.interred.de>, [info@interred.de](mailto:info@interred.de)  
Tel. +49 (0)271/303 77-0, Fax +49 (0)271/303 77-77

## Communities can be addressed better than target groups

---

On the basis of the stored interactions between the users, as well as their profile information, not only the personalized, filtered recommendations of further relevant content are made possible. Furthermore, this information can also be used to point out to additional own or external offers. The profile-based and targeted addressing in InterRed Community creates special added value for the user, as well as for the operator of the community portal.

---

© 1997-2012 InterRed GmbH, Eiserfelder Straße 316, 57080 Siegen,  
<http://www.interred.de>, [info@interred.de](mailto:info@interred.de)  
Tel. +49 (0)271/303 77-0, Fax +49 (0)271/303 77-77