

User-Generated Media (UGM) Software Platform Allows Marketing Organizations and Online Communities to Create Real-Time Bracketed Competitions and Personal Focus Groups

SizzleFizzle.com, a Division of Opus One Corporation has launched its long-awaited and web's first UGM real-time "Tournament Competition" platform. The turn-key platform provides marketing organizations with a fresh and compelling tool to create a Buzz around their services, products, or websites. (www.sizzlefizzle.com)

Orange, CA (PRWEB) April 7, 2006 -- SizzleFizzle.com, a Division of Opus One Corporation has launched its long-awaited and web's first UGM real-time "Tournament Competition" platform. The turn-key platform provides marketing organizations with a fresh and compelling tool to create a Buzz around their services, products, or websites. (www.sizzlefizzle.com)

People LOVE contests. They love to win or vote for whom they think should win. They like to play or witness games of skill and challenges. Think of the buzz around all the reality-based shows like American Idol™, Survivor™, So you think you can dance™...

Opus One Corporation has developed a sophisticated yet intuitive interactive platform, "Bracket-X™", that allows marketing organizations, brick and mortar stores, and online communities create the ultimate "BUZZ" around their products and services. For online communities, the Bracket-X™ platform provides a hidden but potent revenue stream.

For the first time Marketing Organizations can now create and customize a promotional campaign of the magnitude of reality-based TV shows for their company and products and launch it within a matter of days. (See www.ContestFactory.com)

Most online communities, regardless of their size, may be missing a significant but hidden revenue stream. The Bracket-X™ UGM tournament contest platform can help the online communities realize those hidden revenues by providing fee-based game of skill contests customized for their community.

"Our Bracket-X™ UGM contest platform is basically American Idol™ online and on steroids!" said Dr. Iman Foroutan, founder and CEO of Opus One Corporation. "We had launched MakeaStar.com for independent artists in 2001. Now, with Bracket-X™ we will be able to provide a very large menu of online promotional and games of skill tournament contests to businesses and consumers. The user response to our showcase website www.sizzlefizzle.com has been just incredible and we are currently seeking partners in the Radio and Television space to integrate our platform in their shows, or to create stand-alone shows based on our Bracket-X™ technology."

All trademarks, service marks, and trade names referenced.

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