



Creative Technology. Creative Solutions.



Who We Are

We are a passionate creative technology group that conceives and develops digital applications that promote engagement, utility and learning.

For brands, agencies and media partners we build solutions across platforms and media channels. Our deep understanding of the consumer coupled with our expertise in user experience, web, mobile and tablet development allows us to help our clients faithfully bring branded experiences and messaging to life wherever the consumer decides to engage.

When we're not working with partners we are working for ourselves developing our own direct to consumer applications with a special focus on learning and education through emerging technologies.

The Inspiration Behind BeBrite

Back in the mid 20th century in Syracuse, New York there was a humble eatery named BeBrite Diner. It was where good people worked tirelessly to feed others – but more than that it was a place that brought people together.

Today BeBrite Diner is sort of a modern take on that little diner in Upstate New York.

Call it comfort technology. We serve ideas and solutions to clients hungry for smarter ways to do business. And our goals are simple; help our clients Be Brite every day.

The Menu

Strategy & Consulting

- Social and digital media strategy
- Digital integration consulting
- Integrated marketing strategy
- Content strategy
- Technology design and consulting
- Promotion strategy
- Customer Relationship Marketing & loyalty
- Competitive analysis



Development

- Mobile, iPad & tablet applications
- Complex enterprise sites; open platforms and .net
- 3D modeling
- Social Games
- Social platform development; Facebook applications and custom Youtube Channels
- Rich media objects
- Hosting solutions

Cooks in the Kitchen

MATT PLAVOUKOS, MANAGING DIRECTOR

Matt Plavoukos is founder, Managing Director at BeBrite Diner where he leads digital strategy and client engagements.

Prior to starting his own company Matt was the Digital Director at the Concept Farm where he led the digital strategy and social media practices. He also oversaw development and delivery of all digital products that passed through the agency.

Before his tenure at the Concept Farm began, Matt was a Director, Digital Strategy & Analytics at Omnicom's Colangelo Marketing. Prior to that he served as Director of Program Management for the loyalty and social networking site Clubmom where he also led partner integration for Sprint. He has also worked with global brands including IBM, Delta Airlines, Pepsi and General Motors.

Matt has won awards from the Ad Club of Connecticut for branded application concept and design. He has also judged a number of digital awards including the Hive awards at the South by Southwest digital conference and the Mobius awards.



ISAAC DE SILVA, CHIEF TECHNOLOGIST

Isaac De Silva is founder and chief technologist at BeBrite Diner where he guides architecture and application development. Isaac also devotes time to BeBrite Diner's mission to developing learning-based applications for all age groups.

At the age of nine, Isaac started his first business, renting video games cartridges in his Brazilian neighborhood. The business rapidly took off and three years later it was sold for an impressive profit. Isaac then immersed himself in Web technology. He has been designing, administering, and implementing web projects since piecing together his first HTML file in 1995. In 2001, Isaac along with friends launched a pioneering and very successful social network site called "Mente Ativa" (Active Mind), www.menteativa.com.br. The site currently



FELIPE SILVA, TECHNOLOGY DIRECTOR

Felipe is founder and a technology lead with a focus on .net and 3D modeling.

Felipe was born in Florianopolis, Brazil, where he grew up and graduated from the university with a degree in Computer Science. He has been in the game industry for over 10 years. His first project was developing a Website for IQ Games called MenteAtiva. In 2004 he moved to New York and started to work on freelance projects in various areas such as Game Design, Animations, Programming, most of them using the Microsoft.Net, Objective-C, Corona/Lua and Titanium. After 2009 he started to focus on Mobile apps and has already developed 5 titles for Iphone/Ipad and Android.



Some Work We've Done

SOUTHPARK ANNIVERSARY

The Situation

Southpark wanted to celebrate its anniversary with a big digital push through the end of 2011.

The Solution

A social widget and microsite to celebrate the event bringing together the all the best of the South Park brand. The social widget had Facebook Chat, Group Chat and real-time Twitter Stream. The microsite featured interactive polls and social games to drive engagement and promote featured programming. Within first 2 weeks of launch the experience received more than 100,000 users



The Technology

Deployment of Ejabberd XMPP cluster on Amazon Cloud, with more than 15 instances running. Integration with Twitter and Facebook API

VIACOM/MTV NETWORKS

the Situation

Viacom has a number of disparate app products and needs to continually build solutions to better connect consumers with Viacom content across platforms

The Solution

Develop several iPhone, Android, Verizon Fios and HTML5 components to be used in apps and connected TVs for several Viacom brands, including Nickelodeon, MTV, South Park, Comedy Central and VH1. Components included cross selling tools, social gaming tools(achievements and high score) and chat applications.



The Technology

XMPP (Extensible Messaging Presence Protocol), Objective C, Python, PHP, Java, REST APIS, REST API, Amazon EC2, HTML5, CCS3 and Sencha Touch

Work Done At Previous Companies

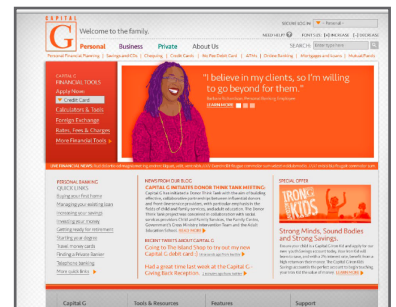
CAPITAL-G BANK

The Situation

In 2008 The Concept Farm launched a new brand campaign for Capital-G bank, a young but growing local bank in Bermuda that needed to take itself to the next level. The positioning, the concept and integrated executions all worked in concert. But, the bank's website lacked updated branding, had an ill-conceived information architecture, and inconsistent navigation. This created an inferior consumer experience and spawned negative brand perception beyond Bermuda.

The Solution

We identified the key business objectives, which included bringing the current brand look to the site, creating a best-in class banking portal that could support deep content from 3 major lines of business all done with a simple content management structure that allowed ultimate control of messaging and navigation by the marketing team.



The Technology

Drupal was used for the front end , Pressflow for the CMS and 'semantic' web technology Open Calais was used to boost SEO performance.

ALPINE MEADOWS RESORT

The Situation

The Concept Farm launched "We know what you're thinking," a bold campaign to drive lift ticket sales to Alpine Meadows. To deliver additional brand engagements, capture more user information, we then wanted to extend the campaign into the social arena.

The Solution

We developed a customized Facebook app that produced "branded content" using real Alpine fans. With "The Alpinizer," we pushed Facebook engagement beyond linking and wall posts to inspire repeat usage and take advantage of Facebook's network effect. With the app, visitors can "Alpinize" and post their own Facebook photo, selecting one of seven mountains from the Alpine Meadows range.



The Technology

Flash Actionscript 3.0, Box2d, Facebook Open Graph API, Zend Framework, MYSQL



BNY MELLON

THE SITUATION

The BNY Mellon Asset Servicing sales team had become overly reliant on large, 'static' presentations to communicate with new and existing clients. However the rapidly evolving expertise and market conditions required a more forward thinking, flexible sales and client communication tool.

THE SOLUTION

A presentation platform specifically built for the iPad. Taking full advantage of native interactivity, the application supports both linear and non linear ways for presenter and audience to navigate critical information. By allowing a meeting audience to interact with the presentation and discover content on their terms, BNY Mellon Asset Servicing will establish itself as an innovative partner, in their expertise and the way in which they communicate.



TECHNOLOGY

Objective C, Open GL ES, Python Django, MySQL



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