

TECHNOLOGY OVERVIEW

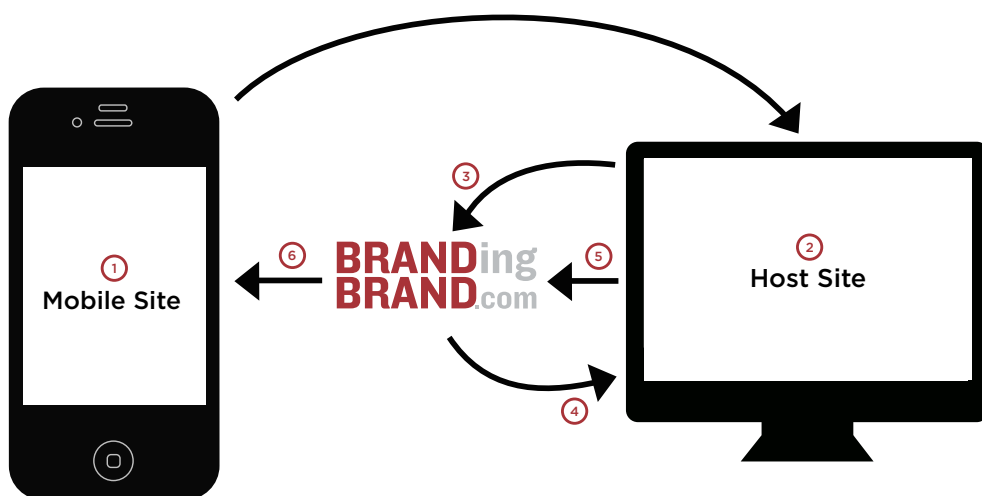
1.0 | 12/19/11 | DF | 1st Revision

1.1 | 11/08/12 | NF | 2nd Revision

INTRODUCTION

Branding Brand's core technology, EchoCore, recreates a client's web-browsing/ecommerce experience in a variety of platforms by re-expressing a client's current website into a mobile site, iPad site, mobile application, or social network application, opening up previously untapped channels of browsing/commerce to add exposure/revenue for clients. Our technology lets a client's customers browse, shop, and purchase where and when they want, whether it's on their phones or in Facebook. By using a client's website as a data-feed, the corresponding output always reflects the most up-to-date content from the data-source.

DATA FLOW DIAGRAM



SERVER ARCHITECTURE

Branding Brand implements a separate server farm for each client's website. This deployment consists of a load balancer, to distribute incoming requests, and a number of application servers, to satisfy each request. This farm may also include a database depending on the application.

ECHOCORE

Each application server runs a LAMP stack to support the EchoCore application and its various features. These features include, but are not limited to:

- GUI driven site dashboard
- GUI driven content management system
- Auto-scaling and auto-recovery of server architecture
- Modules to support 3rd party applications (i.e. external reviews, search, and analytics)
- Automated regression testing
- Localization