

CASE STUDY:

Eüphony

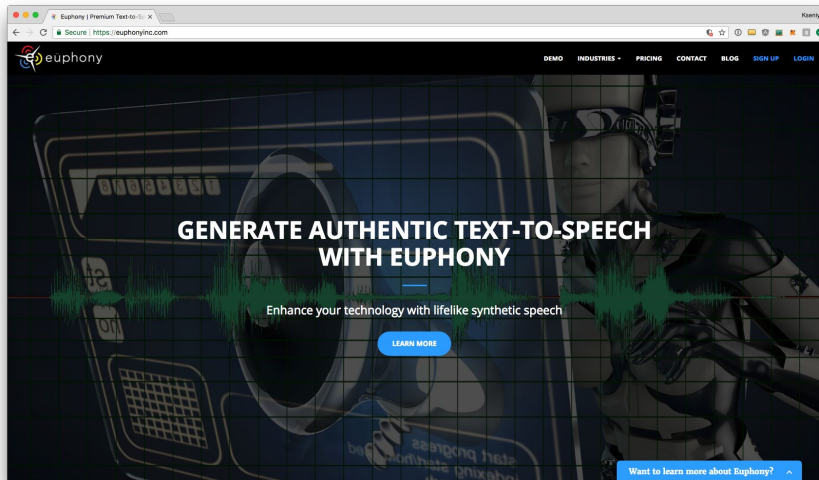
## CASE STUDY:

# Euphony

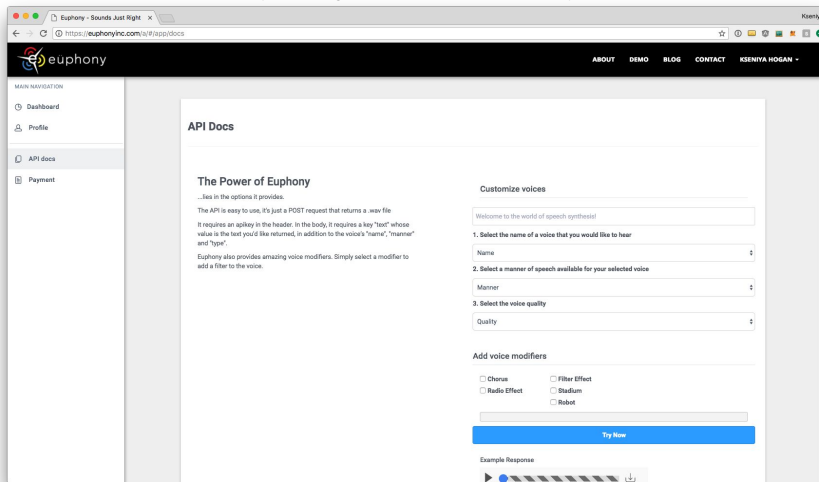
## BACKGROUND

Euphony desired to expose their black box synthetic voice technology to developers and create a new revenue stream through a developer portal.

Simultaneously, they desired to narrow their market focus, generate sales-qualified leads, and build credibility and authority around their new brand and technology.



(Euphony Application Dashboard)



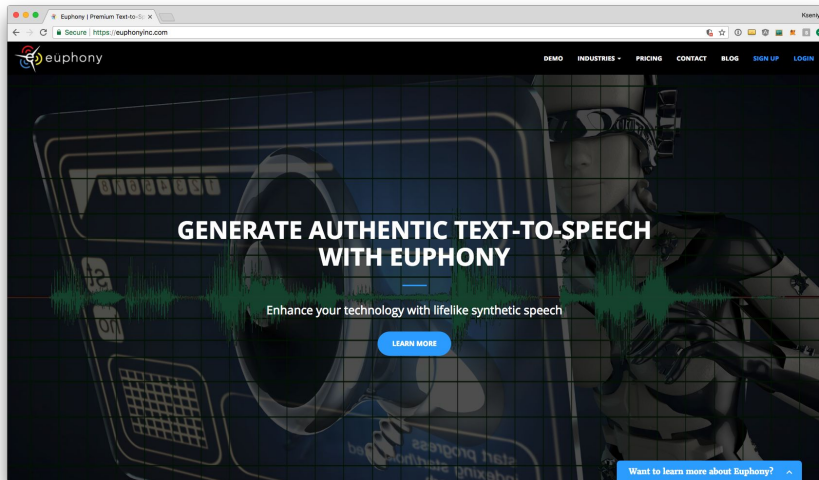
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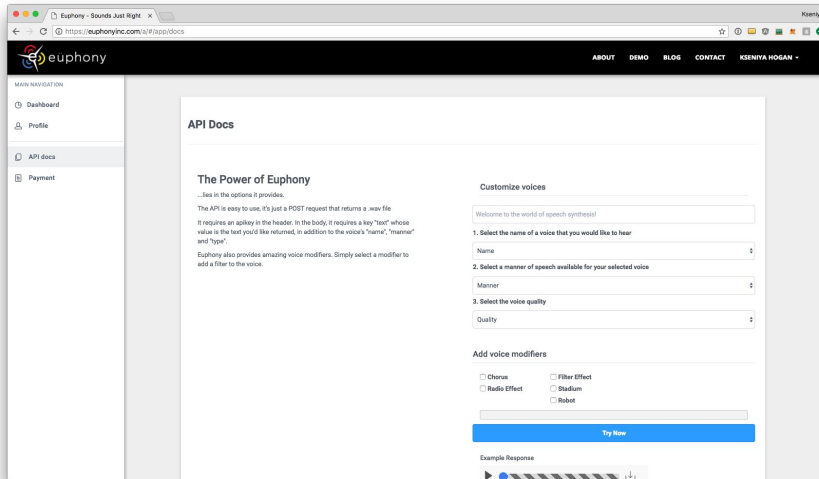
## THE PRODUCT

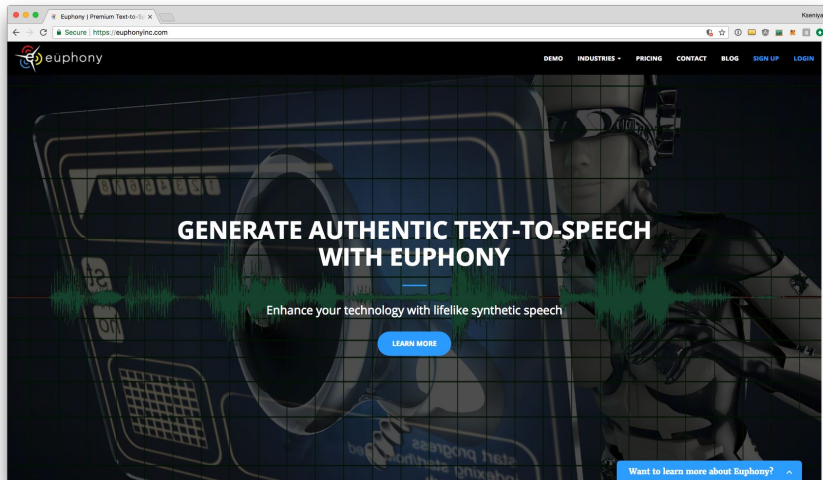
A high quality solution for businesses who want to build a personal brand through authentic text-to-speech technology.

Voices express emotion and vary based on context creating a highly customizable Augmentative and Alternative Communication (AAC) solution those with communication needs.

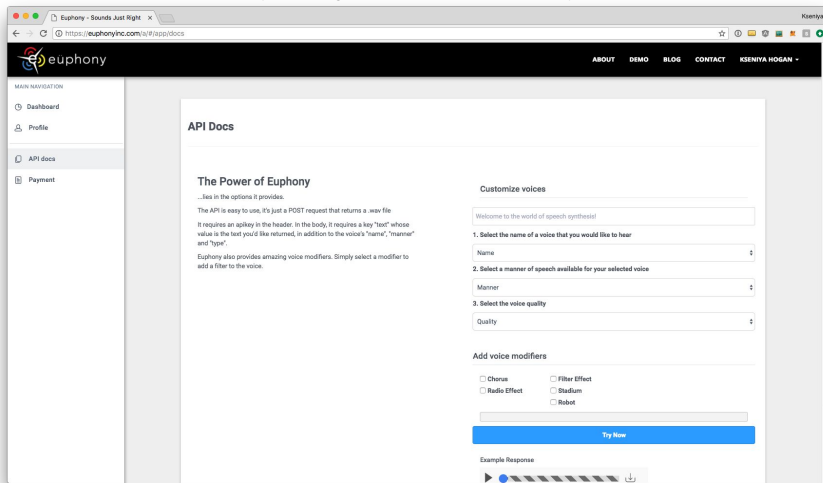


(Eüphony Application Dashboard)





(Euphony Application Dashboard)



## CASE STUDY:

# Euphony

## THE CHALLENGE

Use the Euphony site to display both the value and utility of emotive synthetic voice software.

Create a customer-centric hub on the site where people can easily shop, pay and find FAQs about Euphony.

Create a space for two-way communicative practices so that creators and users can engage seamlessly.

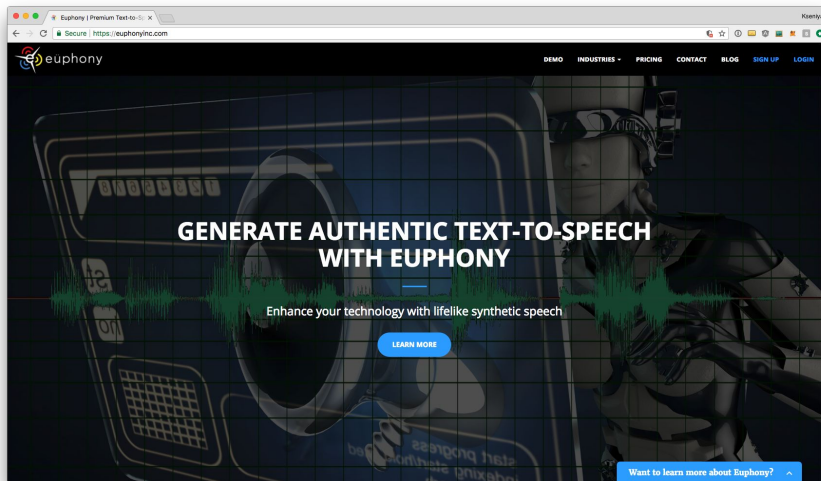
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# Euphony

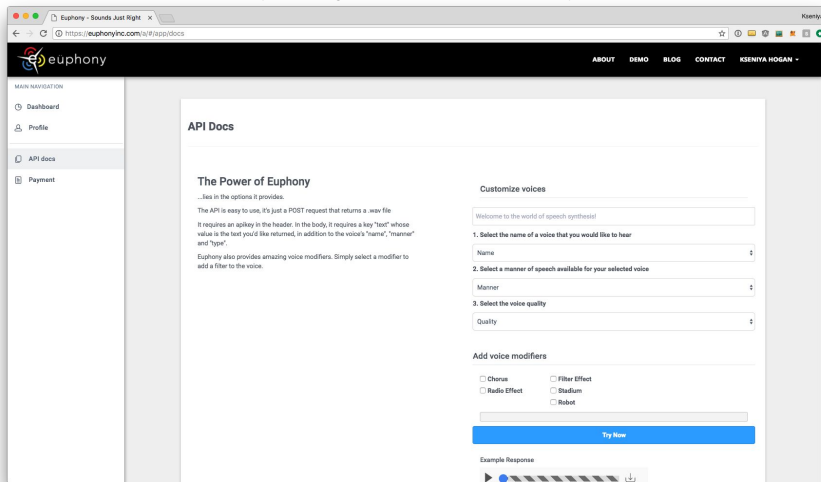
## WHAT WE BUILT

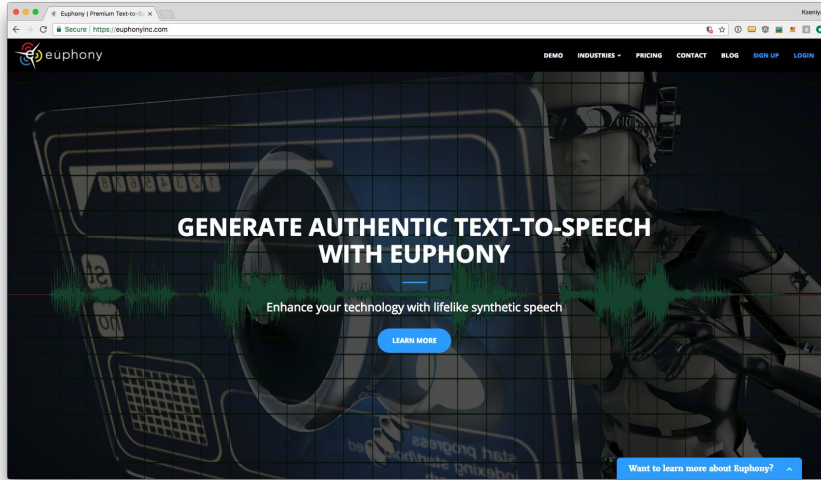
Euphony now has a modern, easy to navigate website that boasts infinite scroll, showcases multiple mediums and hosts a blog as well as a demo of their product.

Similarly, they now have an online marketplace that accepts and processes client payments, provides a customized dashboard, and gives the end user the ability to test voices through the use of the API.

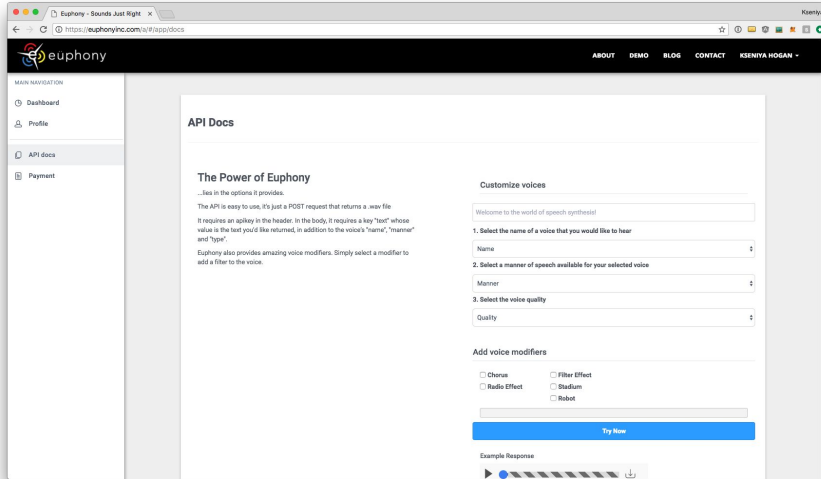


(Euphony Application Dashboard)





(Euphony Application Dashboard)



## CASE STUDY:

# Euphony

## THE FUTURE

Euphony's campaign was a resounding success, but at Upstate Interactive we believe that there is always room to improve.

Next steps for Euphony are tackling SEO objectives and developing thought leadership in the field by curating blog content.

# TESTIMONIAL



*“Working with Upstate Interactive has been like flying supersonic first class! intuitive, engaged, and totally hooked up with the latest technologies to efficiently maximize results and connect us to leads and customers.”*

Fuz Eller, CEO

