

My Projects as a Marketing Specialist

Diran Afarian | Afarian @ Gmail.com | (626)796-3100

While in charge of AmeriConcepts Inc., I have worked on numerous projects. here are some of the projects I have worked on and also the current project and status is included:

NextEmployee.com



The system is completely self contained. There is no software to be downloaded and installed by the employer or the candidate. Everything is web based. The candidate is **interviewed** (***Virtually***)

Another significant tool that is available to the employer is the **live online1-on-1 Video Interview**, which gives the employer the means to privately interview the candidate online live.

(Fully Operational)

Cloud based Interviewing system. A new way of pre-screening and presenting candidates to the industry. Employers are inundated with applications once they place job openings on Recruitment sites.

Most of the applicants that respond are unqualified. So the employers spend an enormous sum every year on tools that help them evaluate resumes and narrow candidates down to a manageable pool. But there still needs to be a dedicated recruiter interviewing candidates by phone or on-site.

In response, we have developed a website called **NextEmployee.com**, which is really a web-based Employee Marketplace™ where companies shop for the **Next Employee** as they would a product. In our system the employer looks through a pool of candidates and screens pre-recorded Video Interviews; Then and only then selects those THE COMPANY wants to interview further.

HRVideoSystems.com



(Blended into NextEmployee.com)

This is an SaaS model we have developed that empowers the online recruitment agencies such as Monster.com, Dice.com as well as companies that post a large amount of job openings such as Microsoft, Cisco, Oracle etc. to narrow down their candidates by enabling online interviewing as a pre-screening tool.

BlueGrind.com (Startup was Acquired 2008)

(Fully Operational Stage)

Custom MP3 News& Blogs – Textcasting[®] news stories converted from website text to spoken word in MP3 format using Text-2-Speech. The user can select the news reports and/or blogs that he/she wants to hear, and downloads them into an MP3 player and can listen to them on the way to work in the car.

Technology – HTML Parser, XML Parser, Java speaking engine, Voice Sampling engine, MP3 Layer 3 Conversion, and a subscription management system to control downloads.

Also developed an audio navigation engine for the visually impaired. This feature, being at a pre-patent stage, led to the ultimate exit of BlueGrind.com by being acquired by a company that wanted to incorporate it into their product.

BlockBuster Video CRM System Concept

(On-Hold)

The CRM System - Small handheld scanner that lets the customer scan movie barcodes as they walk around and store them in BlockBuster's store system. The company can will then notify the user if a certain movie which is in the user's list goes on sale or if a coupon is available.

Datamining - The system allows the company to keep track of which titles are still in demand, which is very valuable information. It also helps the company forecast the genres that are more in demand, for each geographic area, ahead of time not after the fact. Another added benefit is the fact that the company can lure the customer into the store with customized promotions based on the user's preferences.

For the User - When the users comes into the store, they can get a printout of their own list of pre-selected movies and save time deciding which movie to rent out. The user can also login online and see the list at anytime. This way they don't need to decide every time which movie to rent.



Your 24x7 Virtual Conference

Log In

POPConference is a video conferencing and collaboration system that lets up to 8 users communicate with each other with voice/video and many others to participate via text/chat capabilities.

PopConference LITE



- ✓ Free - NO COST
- ✓ Secure audio/video conference
- ✓ Invite co-workers or other invitees
- ✓ Automated Invitation process
- ✓ Chat feature built in
- ✓ FAQ & User Guide Support

MORE

PopConference FULL



- ✓ No minute limit on conferences
- ✓ Secure audio/video conference
- ✓ Conferences can have up to 8 participants interacting and many more just watching the conference
- ✓ Email and live support available
- ✓ Full contact book management

MORE



Get Your Free Video Camera when you sign up for the Full PopConference Plan.

[.. Learn More...](#)

(Full Operation)

PopConference is a video conferencing and collaboration site with a complete scheduling system and meeting management.

There are 2 systems running side by side, the free (limited to 3 attendees) and the paid system which can accommodate up to 8 simultaneous attendees with voice and video.

The system has a complex scheduling system with email invitations and encrypted password protection. The users are invited by the conference manager and then a custom meeting room (with the number of video windows automatically configured) is created.

Before and during the conference, the participants can share files and during the conference a meeting notepad is available to take notes about the meeting, which is then emailed automatically to the attendee using the notepad.

GIVideo.com



A Screenshot

This is an example of the video message being sent back and forth from the troops to their family members or friends. The soldier signs up then invites their family member(s) to join his/her account. They become a part of a small private network.

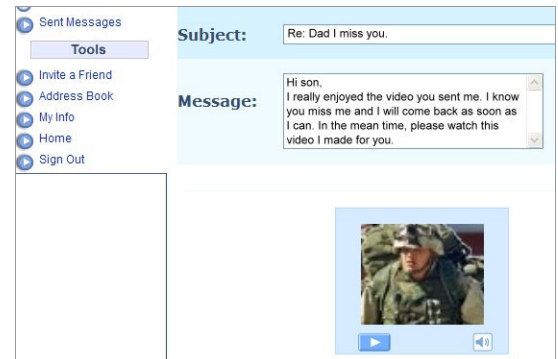
They can then send text as well as video messages to each other. Logitech has agreed to donate up to 1000 webcams for the soldiers.

(Fully Operational) – GIVideo.com

This was a site put together to help the troops and their families communicate with each other using recorded video messages.

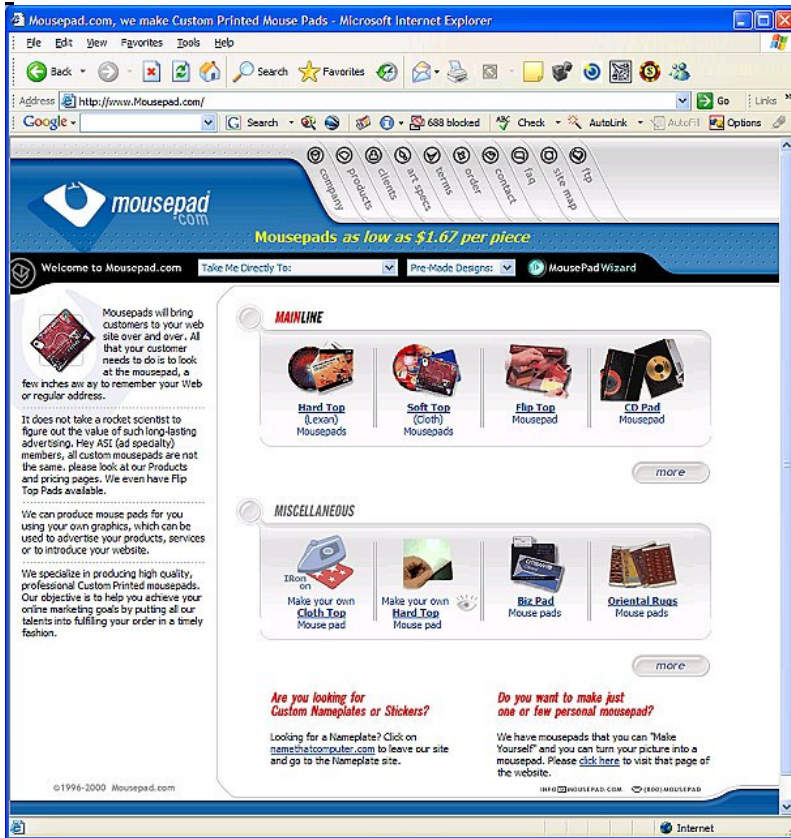
Both the family members and the soldier can send video messages using a standard USB webcam. The video is recorded in Macromedia Flash, so there is no software to install. Everything is stored on our servers here in the U.S.A. so there is no need for scheduling to talk to each other, each does the recording at their own time.

It is a very sophisticated system, made to thank our soldiers for the sacrifice they are making for our country.



Video message being sent from overseas

Mousepad.com



(Retail Promotional Website) –

Mousepad.com has been operating since 1996. The company produces mousepads with the customer's own graphics to be used as a lead generation tool, and of course a promotional marketing tool.

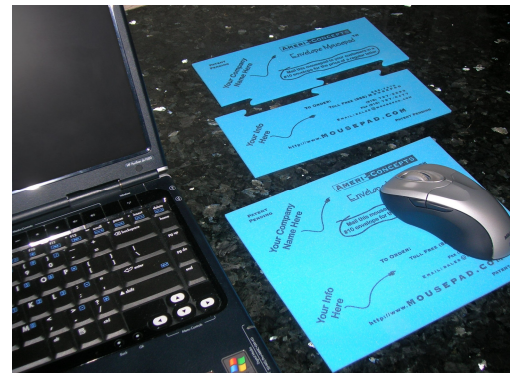
Mousepads have been the most essential marketing tools for the promotion of products and introductions of website addresses for companies.

It is a "Billboard for the Desktop", that is inches away from the keyboard. It drives targeted traffic to the website.

Mousepads are made of inexpensive materials, so it is an economical way to reach an audience. Mousepad.com customers do that with great effectivity.



Various types of mousepads being produced for Mousepad.com customers.



Patented 2-Piece Interlocking Mousepad (Patent # 395,876)

BuildStation.com

BuildStation.com

For more info, contact us at

Make your own TV Station on the web.

BuildStation.com is your singular destination for creating your own TV Station on the internet without FCC regulations.

Be able to disseminate your own content: Videos, Business Presentations, etc., your way.

Coming real soon... [Click here for info.](#)

Copyright © 2002 buildstation.com | All Rights Reserved.



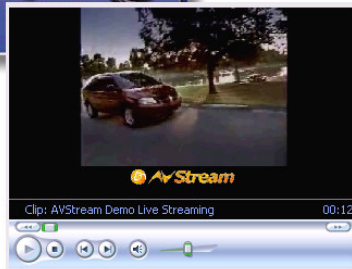
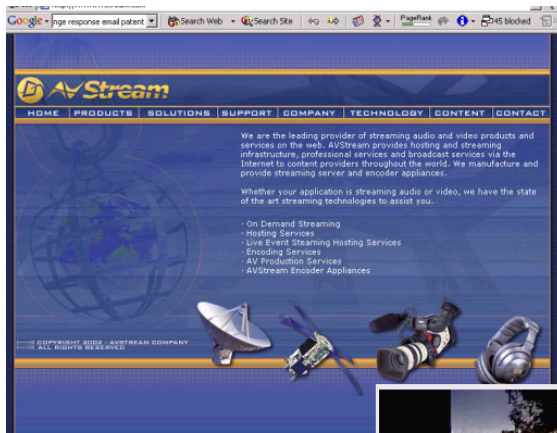
(Working Prototype)

Personal Audio/Video streaming system. A/V hosting. The user gets a combination Webhosting and Streaming hosting account. If the user doesn't have capture capabilities, we sell a BuildStation box that will let the user connect any video source to the computer via USB and be able to automatically convert the video to a Windows Streaming Media file.

The system automatically uploads the media file and creates a Link to it on an existing HTML page (such as news.html, video.html etc) or creates a new HTML page, if it doesn't already exist.

Also as:
StationBuilder.com and **BuildAStation.com**

AVStream.com



(Full Operation)

The leading provider of streaming audio and video products and services on the web. AVStream provides hosting and streaming infrastructure, professional and broadcast services via the Internet to content providers throughout the world. We manufacture and provide streaming server and encoder appliances.

- On Demand Streaming
- Hosting Services
- Live Event Streaming Hosting Services
- Encoding Services
- AV Production Services
- AVStream Encoder Appliances



Developed a Proprietary Streaming Server

PRT



(Full Operation)

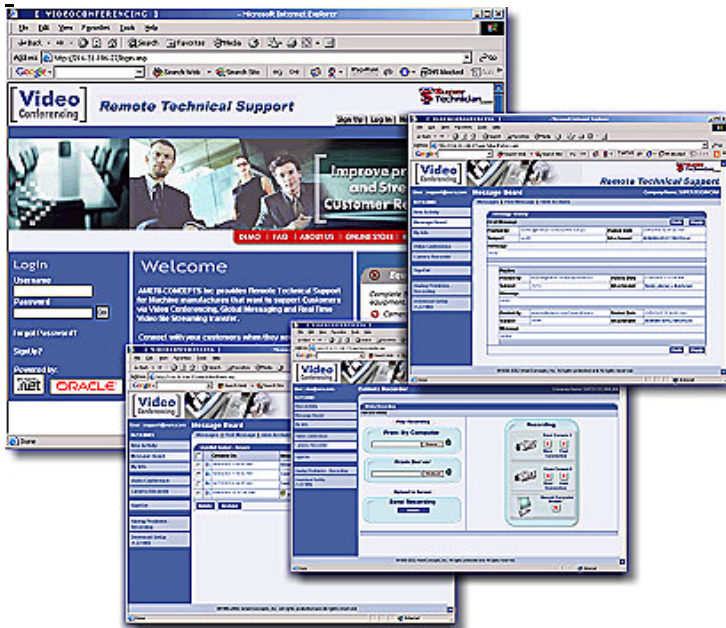
Watch Persian television broadcasts Live and on-demand from leading news, entertainment and political channels. All channels are broadcasted in high quality broadband format. No Satellite equipment needed. Need only a PC with Microsoft Windows Media Player 9.

- Soon to be duplicated for all ethnic groups and channels.



4 independent actual TV channels being streamed on a subscription basis.

SuperTechnician.com



(Working Prototype) - The system helps large machine manufacturers support their products Globally with the use of a computer and the Internet. A support system that incorporates:

- 1- A Message board,
- 2- Video conferencing,
- 3- Video recording/encoding
- 4- Transmittal system

Video can be recorded and attached to the message as if it were a VHS video tape. It will be delivered at the speed of the internet and it will be available immediately when uploaded.

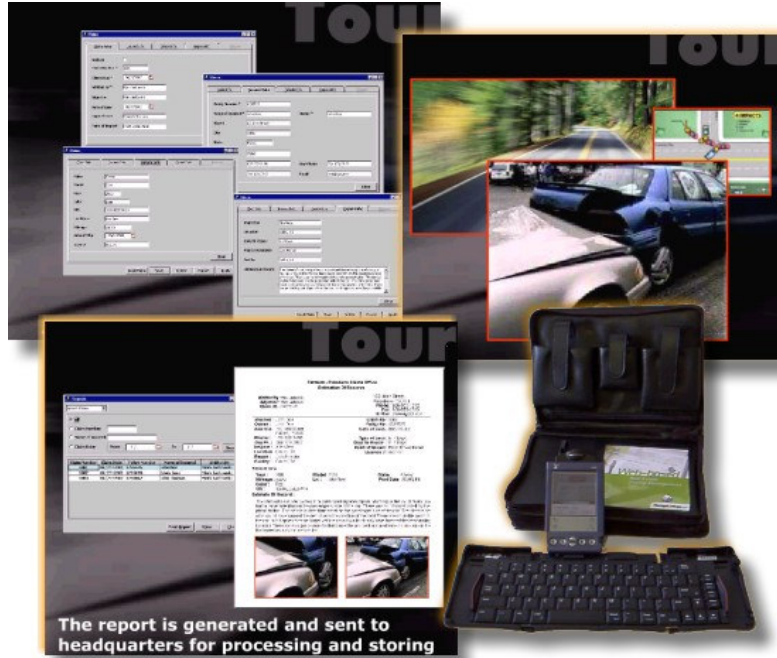
The Process:

The companies that need the support are given a login to the system. They are usually in a different time zone so the user that needs the support sends a message through the message board and can also attach a video of the problem (ex. Machine is not cutting the part right), video is encoded and attached to the message so the support agent can see the actual problem when he comes into the factory in the morning and can work on the solution and by the time the user comes to work there might be a response in the message board solving the problem (It might even have a video attached showing what needs to be done).



Video Encoding/Streaming and Conferencing screenshots.

Adjuster PDA System



The report is generated and sent to headquarters for processing and storing

(Working Prototype)

Portable PDA system equipped with a digital camera and a collapsible keyboard, coupled with software (for Desktop and for the PDA) that an Insurance adjuster can use out in the field to:

- 1- Document claims,
- 2- Take pictures and
- 3- Print reports automatically.

The system does all report building automatically from claim info that was input either on the desktop or into the PDA. It even creates an HTML file to be uploaded to the website for the customer to see

The process in a nutshell:

- 1- Report of a claim comes in
- 2- The adjuster types the main info (Claimant, claim, location etc)
- 3- Hotsyncs info to the PDA
- 4- Goes to the location of the claim (Usually Auto Body Shop)
- 5- Takes pictures (Using the built-in camera of the PDA)
- 6- May type report (Using a foldable PDA keyboard included)
- 7- Comes back to the office and Hotsyncs with desktop
- 8- Info is transferred and



Confirms the claim by the data displayed

**Convenient Handheld PDA
instead of Laptop**

TuneBar.com



(Working Prototype)

A toolbar that fits in the browser's (IE) toolbar location over the page. It lets the user listen to an Internet Radio Station and see the name of the artist, and the name of the song without having to have the webpage pointing to the radio station's page.

The advantage to the playing stations (as well as the advertisers) would be that the user still sees the advertising. In a conventional webpage, the user will minimize the page and still listen without seeing any ads.

TuneBar™



The advertisement appears no matter what page they are surfing on



EmailBar - (Working Prototype) – Similar to the Tunebar, the EmailBar is a toolbar that fits in the browser's (IE) toolbar location over the page. It lets the user send emails directly from the browser without needing to open an email program. The email addresses are setup by the user and the messages can be sent to the default email or any one of the setup email addresses.

RealEstateWebsites.com & ManageListings.com - (Production) - Real Estate website property information management system. The system gives the Real Estate professional a control panel to be able to add, edit a listing description, as well as upload pictures of the property and have them all linked in a searchable directory. The system does all this without any need for programming, it is all form driven, it even creates a color flyer that the customer can print right off of the listing.

PhotoExtractor - (Working Prototype) - Pencam Picture Upload Program - A program similar to paintshop that lets the user extract pictures from a digital camera and then be able to modify lightness/contrast and cropping orientation and then be able to save as compressed Jpeg and upload directly to the website without the need for an FTP program. Mainly used for the ManageListings/RealEstateWebsites program.