



FOR IMMEDIATE RELEASE

Announcing: A Gem of a Communications Platform

If Facebook traces our social graph and Google+ enables our interest graph, what platform connects us to our geo-graph?

Alexandria, Va.-based nsight2day answers that question with the announcement of Gems 4MeNU (“for me & you”), a platform that connects people to places.

Gems 4MeNU is a location-based social engagement platform that empowers individuals and organizations to create individualized messages that are received by specified individuals when they are in a certain place at a set time.

Gems are unlike other kinds of messages; they are received when and where they are most timely and relevant. Anybody can use Gems 4MeNU to connect the people they care about with information about the places where they find themselves.

nsight2day plans to focus its business on helping institutions use a white-labeled version of the platform to connect with their constituents and keep their people safe.

The platform provides a ready-to-use location infrastructure that makes it easy to add location-based alerting and check-in features to an enterprise's current applications.

Potential uses vary depending on purpose. A group of schools and universities are talking about adopting Gems 4MeNU to keep students safe,

and even prompt students to check-in based on where they are if a risk event occurs. Companies can use Gems to inform their people about specific policies and details across their global campuses based on where their people are located.

"We're interested in using the Gems platform to connect workers abroad, in every region of the world, with the information they need to do their jobs and safely. The Gems platform offers the best medium for conveying place-specific alerts and other relevant information to keep people safe and productive." Anne Ayres, President, TATE Global

**A unique company:**

The nsight2day leadership team brings to bear over 20 years of combined business services experience and a unique ability to create peer networks. The co-founders are alumni of Washington-based CEB.

**An experienced team:**

- The nsight2day leadership team has advised large enterprises, including most of the Global 100, on risk management, safety, strategy, and organizational efficiency issues since 1988;
- They have built enterprise IT systems used by 80% of the Fortune 500, as well as major universities and NGOs; and,
- Finally, they have guided hundreds of companies, firms, associations, and universities in using social media to engage key audiences.

The nsight2day advisory panel includes a risk expert from Georgetown University, a former Apple executive committee member, the former CFO of Caterpillar, the former head of the Office of Naval Research, a finance expert, and a former Mayor of Washington, D.C.

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Contact:  
Steph Beer  
Chief Communications and Marketing Officer  
202-489-1568