

About...

About Us: Building on their diverse experiences with business communication tools, Babak Sardary and Mojgan Givi launched the Scoop Project in 2009. As IT professionals, project managers and business owners, they had consistently witnessed the significant impact of clear, timely communication on productivity and customer satisfaction. As well, they had experienced firsthand the challenges faced by IT managers and executives in deployment and adoption of new collaboration tools by knowledge workers. They were motivated to build a tool that would finally unify and simplify internal and external business collaboration. A tool that would let extended teams engage and get things done simply and naturally without the usual drudgery, dread and delays.

About Scoop™: Today, whether we are part of a large organization or a small team, we are increasingly mobile and distributed (and why not?) Out there, we routinely come across issues, ideas and challenges. There is little time to waste! We need to capture, explain and work on these with just the right people, wherever *they* happen to be. Scoop™ pioneers a fresh approach that weaves together mobile, multimedia and web technologies to enable fast, easy and natural collaboration. *The kind of collaboration that you can't put down once you begin: addictive collaboration!*

More information at Scoop and Trusterra Websites below.

Media Assets

Scoop™ Logos: two types of logos are provided for dark and bright backgrounds. Logos should be used “*as is*” without modifications (resizing is fine). If you require modifications please contact us to discuss your specific needs.

Online Resources: you can access the Scoop™ app and related information at the links below:

- Scoop Website, Sign Up and Login:
www.scoopapponline.com
- Scoop on Blackberry App World™:
<http://appworld.blackberry.com/webstore/content/13666>
- Scoop iPhone & Android Apps: *coming soon*
- Trusterra Corporate Website:
www.trusterra.com

Note: for further media inquiries please contact Babak Sardary at bsardary@trusterra.com