



Recbits - New video testimonials platform can lead to many exciting applications

Tool developed by FullSquad can be used in interviews, surveys and reviews

FullSquad is starting the public beta of **Recbits**, a platform for capturing and distribution of video testimonials. **Recbits** is a platform for collecting testimonials, interviews and video on survey responses. Completely intuitive, can be used for both personal and corporate purposes.

Recbits brings an innovative proposal because it is not just a video distribution platform like YouTube, or a communication tool such as Skype, but something in between. It can be used for asynchronous communication (both sides doesn't need to be online at the same time). Cloud based, it eliminates annoying concerns such as choosing the right video format or uploading huge files. Videos are recorded and shared instantly in a quick and easy way to generate content.

Easy to Use

Recbits operation is very simple: you create a project, define questions (in text or video) then sends them to your guests by email. A guest just need to stay in front of a computer / tablet / smartphone, click a button and respond. No configuration or login is necessary. Videos are stored and can be downloaded for further editing, distributed by streaming services, sent to online media platforms like YouTube or presented in any web page using a widget.

There are two types of project in **Recbits**. **Private** projects allows invitation to be sent to a short list of guests who will answer the questions asked by the project creator. It's ideal for surveys, interviews and capturing specific user testimonials. **Public** projects use a widget to provide project access to anyone accessing the page where it is embedded. Can be used, for instance, to create a feed of video comments on news, campaigns or product evaluation page.

A Plethora of Applications

Recbits approach video communication in a singular way, focusing on personal user testimonies. He can be a client, interviewee or a contributor in a project. It has many applications:

- Interviews with distant sources;
- Testimonials for campaigns and promotions;
- Response to research;
- Order confirmation and evaluation of online products;
- Video Comments on articles;
- Conversations between working groups / remote study;
- Distance education;
- Engaging customers, showing user testimonials in their own environment;
- Casting of actors and models;
- Pre interview for recruitment and selection of staff.

Business Model

Recbits has a freemium model, with a free plan open to anyone and paid plans, with various pricing tiers according to need of customization and volume.

Collision

Recbits was selected to participate of Collision conference (<https://collisionconf.com>), the american version of Web Summit, Europe's largest technology conference. Collision will happen in Las Vegas on 5 and 6 May.

Currently **Recbits** in public beta.

Visit now and create your project: <http://recbits.com>

More information: contato@fullsquad.com.br