

FOR IMMEDIATE RELEASE

Olive Software Enhancement: Increase Audience Engagement With NEW User-Generated-Content (UGC) Capabilities

AUSTIN, Texas — May 2, 2019 — Ignite Technologies announced today expansion of its Olive Software digital publishing platform with new user-generated-content (UGC) capabilities to increase audience engagement in publications and on websites.

“Olive customers can now automatically discover subscriber generated images, acquire usage rights, and then publish the imagery across Olive ePublications and web properties quickly and easily,” said Davin Cushman, CEO, Ignite Technologies. “This is just our first step in delivering on the vision of the Olive platform that we discussed with customers when Olive joined Ignite at the beginning of the year. We’re proud to offer an enhanced platform so quickly to our Olive customers.”

The Olive Software platform can be configured to meet specific requirements for increasing the marketability of content and engaging subscribers in a deeper and more meaningful manner. Specifically, the new UGC functionality provides the ability to:

- **Embed Subscriber Generated Images for News and Article Enrichment:** Easily curate and embed engaging user-generated images directly into relevant articles and sections of your ePublications using Olive SmartLayer technology
- **Embed UGC Imagery on your Website:** Increase web traffic and millennial subscriber engagement by embedding high-quality UGC into your digital properties

The added UGC capability, powered by Chute, is available today as an incremental benefit at no additional cost for Olive customers with an active Ignite Olive Software contract.

Learn: [ignitetechnology.com/olive](https://www.ignitetechnology.com/olive)

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About Ignite Technologies, Inc.

Founded in 2000, Ignite is a privately-held company and member of the ESW Capital group of companies. Since it was reinvented on the heels of a senior management change in 2013, the Company’s mission is to help customers ignite the power of their workforce to drive better business performance. Ignite leads all its efforts with a sharp focus on a simple but challenging objective - 100% customer success - measured through the achievement of our customers. www.ignitetechnology.com