



FMYI Unleashes Version 6.0 to Inspire a New Way of Working and More Sustainable World

Sleek, Updated Design and a Stellar Mix of Features Enables Teams To Stop Working, Start Innovating, and Keep Empowering

PORTLAND, Ore., October 7, 2009 – FMYI [for my innovation], Inc., a provider of Web 2.0 social workspaces that empower teams to make a difference, today announced the release of FMYI 6.0.

Given the current economic environment and the global drive for sustainability, organizations, companies and individuals are increasingly faced with doing business in a different way. They are looking to do more with less without compromising vision. They are building new products and creating communities around new ideas. Teams utilize technologies to be more efficient, to improve their connection to customers, or to simply enjoy an environment for greater creativity. Harnessing the ever-expanding power of the Internet, FMYI 6.0 helps companies, organizations and individuals alike by providing a platform to inspire innovation and sustainability. As a central communications hub, FMYI's social workspaces bring teams together regardless of size or geography to share information, to take action to achieve goals, and to empower.

"This version is the culmination of working with our customers over the last five years like Aflac, HBO and Hyatt, listening to their feedback and creating a product that better meets their needs," said Justin Yuen, president, FMYI, Inc. "With its crisp, clean design, social media-like look and feel, and an expanded collection of workflow features, FMYI 6.0 is just plain sexy and goes the distance to expand user adoption which will increase our client's return on their investment."

The FMYI Manifesto

Now is the time to stop the drudgery and the feeling of never-quite-being-caught-up. That feeling that you might have everything needed for a project, if only it could be found. That's called work. FMYI is against working. We're for innovating. Get to the best part, the energizing part, right from the start—thinking, doing, and creating. And, while innovating, keep empowering! There's nothing more we like than figuring-out how to minimize our environmental footprint and maximize our societal impact. We hope you're that way too.

FMYI 6.0 – Faster, Sleeker, Easier

- The new FMYI platform inspires innovation, encourages sustainable operations, and provides a cleaner, updated user interface for faster navigation and greater efficiency.
- "No headcount software" means doing more with fewer people and having an interface that makes it easier than ever to dive in and be successful.
- Social media look and feel drives user adoption and additional workflow tools are more powerful.
- Free support from collaboration specialists helps users get started and keeps them moving forward.
- Proven and tested by thousands of teams and with sustainable features in mind such as saving paper/ink, commuting and energy conservation, FMYI allows them to help the planet.

More On The New FMYI

Its clean interface makes it easier to work faster and get new people on board. A sleek navigation bar with its drop-down menus provides super quick access to information and all the various parts of the workspace. Advanced filtering options allow users to see who did what on pages. Page scanning is snappier with a clutterless, light design as well as a variety of newly implemented icons such as the Calendar icon featuring the event date. Other cool new features include:

- An on/off switch for email alerts gives users a simpler way to manage the information they actually want to receive in their inbox.
- Email alerts now come from the name and email address of the sending user delivered by FMYI.
- “Breadcrumbs” located under the site header gives users an immediate visual cue as to where they are in the site.
- An organized "Manage Invitations" page gives admins a place to control the people they have invited to the workspace.
- Inviting team members is more readily accomplished with the “Invite people to this site” button featured at the top of each page. A slick "Add" tab makes creating new pages effortless.
- Options such as Surveys, Gantt Charts, Meeting Scheduler, Custom site sign-in pages, Forms to track data, Reports for each page, and FedEx shipping label printer integration further packs FMYI 6.0 with significant power.

A Company on "e" - The Old Way of Working

Imagine the typical team: On any given day they mainly use email to communicate with each other and many of those emails will cc most of the others so they are drowning daily in the multitude of emails arriving in their inbox. It's hard enough for them to read the messages and attachments, much less manage all the information they contain. Net result: Appointments get missed, documents get lost, important emails may even go unnoticed—and then there's the time wasted slogging through hundreds of emails to find the one that is really needed.

The FMYI Way - A Swiss Army Knife of Information

It's said that simplicity is the ultimate sophistication, so of course, FMYI is sophisticated. FMYI becomes a central hub where each team member (including external folks) can post his or her communications on the site. They can store PDF and PowerPoint files there (where they don't clog up in-boxes). Importantly, they don't have to cc anymore. Lost or deleted email is a thing of the past. FMYI kind of looks like a blog, but instead of being full of Hollywood gossip or Uncle Ed's vacation pictures, it's full of the stuff needed to get the job done - managing projects, tracking interactions with contacts, building a resource library or staying on top of group tasks. All of the good stuff for reaching goals and fulfilling mission statements. Everything needed in one place. Just add a message, don't email it. Post a file or add a link. See all progress to date and know what's going on across all the project's stakeholders. All the team's intelligence and ingenuity is in one place, all on one page and all with one click. And, FMYI has sustainability features built in, making it easier to do the right thing.

“FMYI empowers people to take action,” said Seth Tayler, FMYI Vice President of Sales and Marketing. “People want an on-demand way to share resources, manage projects and track contacts, and FMYI is the ideal environment. It is the best way to get your people on the same page, working effectively to deliver a compelling product.”

Social networking is in the midst of a hockey stick growth trajectory. Facebook used to be just for college kids. Now, over 300 million people have pages. The fastest growing demographic is those 35 years old and older. Social networking is familiar. It's easy and intuitive. FMYI is built on this model.

"I am often asked if FMYI is like Facebook for your office" added Tayler, FMYI VP of Sales and Marketing. "In your personal life, its nice to be in the loop, but in business, being current can make the difference between failure and success. A team working without a system to selectively share information is like driving a truck the wrong way down a city street in rush hour traffic – It's very scary and you certainly won't get far."

HBO IT Embraces FMYI

FMYI gives customers a tool that can be immediately deployed and supported without extra burden on IT staff. By simply signing up, customers receive immediate access, can begin using the service and receive quality, free support from FMYI's collaboration specialists. This approach lowers barriers to entry enables them to quickly get started with their project or initiative. Media companies, including HBO, Sony and FOX, among others, have empowered teams with FMYI for this very reason, sharing information across various departments and working in very efficient way. "Finding an affordable hosted solution that meets our business needs, which is also secure and easy to support, is a welcome change," said Michael Gabriel, Executive Vice President & Chief Information Officer, HBO. "FMYI continues to be responsive and that makes our job easier, and allows us to focus our resources on other areas where packaged solutions don't meet our needs."

FMYI Customers Promoting A Sustainable Future

As a company, FMYI is committed to being a sustainable business in its own right. An even greater impact can be felt as FMYI is helping companies improve the triple bottom line, taking into account the impact on the people, the plant and profit. The software is also used as communication hub for organizations and companies engaged in their own sustainability initiatives. With its unique features for tracking sustainable commuting and the purchase of energy credits for clients FMYI power usage, the company is supporting customers like the Northwest Earth Institute and the Hyatt Hotels & Resorts in their efforts.

Hyatt Hotel & Resorts - Insight Into A Worldwide Initiative

Hyatt Hotels & Resorts is currently using FMYI to bring together "Green Teams" that operate in its 250 properties worldwide to collaborate and share sustainable best practices. "Working with FMYI has allowed us to create a tool that connects all of our hotels together using one central platform," said Brigitta Witt, Vice President, Environmental Affairs, Hyatt Hotels & Resorts. "On any given day, you can see employees on opposite sides of the world sharing best practices, collaborating on concepts or sharing news and information. This has fostered not only a greater sense of community across our hotels, but it also gives me a tremendous insight into the many wonderful environmental initiatives happening around the world."

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Northwest Earth Institute - Tying Employees Together

Northwest Earth Institute utilizes FMYI as a component of its education programs allowing participants to communicate and collaborate about the articles and ideas they present beyond the time devoted during class. “Innovating for a sustainable tomorrow doesn’t just happen by working harder or having the answer “now!” Real solutions are systemic in nature and often take collaboration and dialog amongst employees from various disciplines or locations,” said Mike Mercer, Executive Director, Northwest Earth Institute. “FMYI is a terrific complementary tool to the NW Earth Institute’s Sustainable Systems at Work employee engagement curriculum. It ties employees together to share new ideas, track progress on sustainability goals and metrics and helps create the kind of employee community necessary to build the new industrial revolution” of tomorrow.”

Pricing & Availability

FMYI 6.0 is currently available and complete detail about pricing is at www.fmyi.com/pricing.

About FMYI [for my innovation]

Founded in 2004, FMYI is a collaboration software company with headquarters in Portland, Oregon and operations in Orlando, Florida. FMYI’s goal is simple: build an enduring business with minimum ecological impact and maximum social value because it is simply the right thing to do. FMYI is committed to sustainability internally and to injecting sustainability into the business practices of its clients. In addition to helping companies benefit from paperless work processes, FMYI also enables a team to track its sustainable commuting modes and methods and purchases renewable energy credits for clients’ FMYI power usage. Built with Web 2.0 technology, FMYI 6.0 online social workspaces have been tried and tested by over 70,000 users at companies, nonprofits, government agencies, and universities around the world. FMYI offers free support for everyone as a key part of its focus on making technology work for people in keeping with its tagline, "Powered by human energy. ®"

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