



nFusz SHOWCASES GROUNDBREAKING TECHNOLOGY ON ITS NEW WEBSITE

notifiAIR Interactive Videos Appear To Walk Out On Top of Your Screen; No Adobe Flash Or Other Player Download Required

Hollywood, CA - January 9, 2018 — **nFusz, Inc.** (OTCQB: [FUSZ](#)), the Hollywood-based digital technology company, unveiled their new website today, [nFusz.com](#), showcasing their new **notifiAIR** technology that redefines website engagement. notifiAIR interactive videos appear to walk out on top of the screen, captivating viewers in a way that promotes engagement. The website is mobile-friendly, compatible on any device, and does not utilize Adobe Flash, nor does it require any software download.

notifiAIR technology is featured on the [nFusz.com](#) "[HOMEPAGE](#)", where "Alice" greets website visitors, introduces nFusz, and entices them to request more information about nFusz products, or to schedule a personal demo, all by and through the notifiAIR interactive video. "Alice" demonstrates the widely popular interactive "calendar" feature that allows viewers to schedule appointments right in the video, which overlays on top of the website page. The notifiAIR technology is also showcased on the website's "[ABOUT US](#)" page, where nFusz reinvents the typical "employee bios." By clicking on each employee, they walk out on top of the screen and introduce themselves to the viewer.

The newly-released website also features a new "[MEDIA](#)" page, which highlights some of nFusz's latest interactive videos. Here, using notifiAIR, nFusz CEO Rory J. Cutaia comes out onto the screen and explains their notifiAIR interactive video technology features and how it has vastly improved sales conversion rates for nFusz clients. notifiAIR technology will initially be offered as an upgrade to the regular pricing package for [notifiCRM](#), their flagship product.

"It's a very exciting time for our company and our shareholders as we continue to introduce disruptive, industry leading sales and marketing technologies that are garnering praise, recognition, and business opportunities from some of the largest players across multiple industries," states Mr. Cutaia. "notifiAIR is a truly groundbreaking technology as it is compatible with all devices, supports our full palette of in-video interactive features, and requires no Flash player or other download," continues Mr. Cutaia.

About nFusz, Inc.

[nFusz, Inc.](#) ([FUSZ](#)) is a Hollywood-based digital tech company. Our proprietary next generation interactive video technology is the core of our new broadcast and cloud-based, Software-as-a-Service (SaaS) products. We offer subscription-based Customer Relationship Management

(CRM), sales lead generation, and social engagement software on mobile and desktop platforms for sales-based organizations, consumer brands, and artists seeking greater levels of engagement and higher conversion rates. Our software platform can accommodate any size campaign or sales organization, and its enterprise-class scalability meets the needs of today's global organizations. Our service is built around our proprietary “Video-First” notifi technology, which places interactive video front and center in all customer and prospect communications. With our flagship product, [notifiCRM](#), we've re-invented what a CRM, lead-gen tool should be in today's video-centric business and social environment. Now watch for our live broadcast interactive video platform that will redefine what “engagement” means in consumer video consumption. For more information on nFusz, Inc., visit www.nFusz.com.

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