



## **VYPA Helps Businesses Increase Traffic & Sales with Guaranteed Eye-Ball, Time Spent, & Content Share.**

**Fort Lauderdale, Florida (For Press Release) June 15, 2016,**

VYPA Corporation, a worldwide interactive with real-time communications services today announced a new program that would shape rethinking the advertising world.

“It started with a simple question.” Said Mr. M. Vijjay, CEO of VYPA Corporation. “What if VYPA could assist brands with new stream of sales and help increase traffic with guaranteed eye-ball, time spent, and clients’ own content? Moreover, what if VYPA could help brands converge existing buyers into brand ambassadors with peer-to-peer social influence referrals that would equate to new sales?” He added.

The obvious answer after six (6) years of worldwide product and market research now is the genesis of VYPA’s own marketing launch. A catalyst connecting Key Performance Indicator [KPI] to sales. A real-time direct link to buyer with online advertising could be priceless. It could turn out to be a true measure of online ad expenditures that actually builds sales coupled with 2016 Technology Innovation Award Winner: iCPT Pragmatic Advertising. Today, CMOs, Brand Managers and even small business operators could simply quantify own ad campaign expenditures against new streams of sales as yardstick. While client advertising bears the cost of increased sales, campaign traffic, 3<sup>rd</sup> party verified web analytics & statistical data, brands could easily identify true correlation between online ad expenditure translated to call-to-action purchase.





VYPA Corp's [Click-To-Video](#) [CTV] has started its soft launch in 2016. It has led to 3 months' backlog orders. Made with pure HTML5, CTV is the world's first "***Real-Time Peer-to-Peer Marketing Platform with Content Share Broadcast Services***". Serving a wide variety of industries including live events and branded campaigns, VYPA HTML5 is the new paradigm for social media advertising campaigns and sales. Currently VYPA hand picks clients with 3 months wait period.

"VYPA is fueling Digital Economy around the globe." Said Ahmad Moradi, Chairman, CEO of NETSTAIRS.com Inc. "VYPA Corp and its MSO partners have opened sprawling new market opportunities in Real-Time Communications and IoT in Europe, SE Asia, Latin America and the U.S. We are proud of our partnership." He added.

CTV is designed and operated by NetStairs where VYPA enjoys a strong distribution partnership. Under special orders, VYPA builds client's own enterprise and ecosystems with CAPEX and OPEX term-use model. At times VYPA covers the CAPEX thus allowing qualified clients operate own enterprise or ecosystem with Pay-as-you-go, Wholesale use, and Resale distribution term.

## **ABOUT VYPA Corporation.**

[VYPA Corp](#)™ is the leading supplier of interactive social media platforms. The company operates [iSocialTV](#)™ Global services, [HEXA2](#) Business Unified Collaboration and Newly released HTML5 CTV [Real Time Communications](#).

The company provides secured and real-time services to businesses and consumers. We sell and service interactive social media digital broadcast virtual venues through authorized Multi System Operator (MSO) and Service Operators (SO). VYPA and its GEO IP partners become the backbone digital media infrastructures platform supplier through VYPA and MSO's own brand.





## About NetStairs.com<sup>®</sup>, Inc.

At [NetStairs](#)<sup>®</sup> we bring interactive to life. We are a 16+ year old digital media middleware company HQ in Fort Lauderdale, Florida. On June 2016, CV Magazine awarded NETSTAIRS [iCPT](#) as “**2016 Technology Innovation Award**” (UK and US). The company enjoys a history of innovation. The company was ranked by 411 Tech 200 as one of the Fastest Growing Company in 2010, 2011, 2012 and 2013. NETSTAIRS through its PTLA partners builds Infrastructure, Platform and Software integration services utilizing leading Cloud Service providers including but not limited to Akamai, IBM, Amazon, and Google Cloud Platform(GCP). We support interactive and real-time communications needs of humans around the globe. The company serves Smart Cities initiatives, e-learning projects, and brand promotions. NETSTAIRS continues assisting its PTLA partners’ side-by-side counseling Governments, Industries, Telecom, Cable, DTH, Global Brands, Publishers, TV Networks, Broadcasters, Event Promoters, Content Aggregators, and Enterprises around the globe. For more information, visit: <http://netstairs.com>.

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VYPA Corporation.  
Investor Relations  
Contact: M.Vijjay  
[info@vypacorp.com](mailto:info@vypacorp.com)  
888-355-1476

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