

LOYALTV

From page 1

human storytelling, if you will. Real, authentic opinions for real people.”

Jones owns Blu Sushi with partners Chris Whitaker, CEO of a multi-million dollar hurricane shutter manufacturing company, and Peter Schmid, the former operator of the downtown restaurant Peter’s La Cuisine.

“When I moved here from L.A., there wasn’t a place to go hang out and have sushi, so we created a groovy, americanized version of sushi called Blu,” Jones explained, as two young, intense documentary filmmakers took video of him being interviewed.

Jones’ office is filled with large, white sheets of paper pinned to the walls, on which he had diagrammed various ideas that will be used on LoyalTV. For example, the results of a search on LoyalTV will be based on other people who have posted photos, videos or text on the site, with interests similar to individual users. If you type in the word “coffee,” you might find a video of someone who had an epiphany at a Starbucks, or someone who found a cookbook with a great recipe for coffee crème brulee.

“It’s the blank box of search engines, now with real people attached,” he said, with theatrical flair. “Think about this notion in 360 degrees. In its purest form, LoyalTV is word of mouth television. There’s this collective intelligence that we all have, and what we do is throw all that in a bucket. Now, anybody can be their own Oprah.”

The site will self-police, he said, because of “the wisdom of crowds.”

“No fake blogging,” Jones said. “But real opinions — good, bad or indifferent.”

On Jones’ desk is a book by Harold Bloom called “Genius: A mosaic of 100 exemplary creative minds,” along with a Patti Smith vinyl of “People Have the Power.” A black

Takamine acoustic guitar stood in the corner. Jones, also a musician who collects Johnny Cash memorabilia — “a hodgepodge of weird (stuff),” he said. He possesses, among other things, the 1976 American flag that President Gerald Ford gave to Cash.

Jones grew up in St. Louis, Mo. and moved to Florida in 1983, where he worked for the Beasley Broadcasting Group. He moved to Los Angeles in 1992, where he ran V-lite Video and started FindWhat.com in 1997. He moved to Florida in 2001, but he still keeps a second home in Malibu.

Jones grabbed his own Blackberry cell phone off the desk and demonstrated how a LoyalTV video ad spot might be made, while the documentarians filmed on. Once the video is made, it is posted on his personal LoyalTV page and anyone who logs onto LoyalTV and does a search for cell phones might run across his “story” about the Blackberry phone he owns.

“The technology is going to drill down on all the words associated with that piece of media,” he said. “I would take the video for Blackberry, attach words to it, and put it in a new environment.”

If you decide you like the Blackberry phone, a link on the site allows you to click on the words BUY IT NOW. Another element of the sight is “Brandworld,” which is a compilation of all the good reviews a product received. LoyalTV will offer the company that sells that product a chance to own this “real-estate” and advertise through these “real” testimonials.

“So why am I doing this instead of, say, flipping burgers?” Jones asked. “Untapping the value of a human experience provides the most extraordinary opportunity of a lifetime. What better, higher line of work could I have than where I could connect two people?” ■

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- 7:30 am Registration
- 8:00 am Welcome
- 8:05 am Factors Affecting Our Market
- 8:45 am Economic Development Panel Discussion
- 9:30 am Break
- 10:00 am Economic Update by Hank Fishkind, PhD
- 10:30 am City Growth Panel: How to Build Area Growth by Building Cities
- 11:15 am Industrial Market Segment
- 11:30 am Office Market Segment
- 11:45 am Retail Market Segment

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