

Blingby Awarded U.S. Air Force Contract

Blingby Announces it is Awarded a Phase II (SBIR)



New York City, Jul 23, 2020 ([Issuewire.com](https://www.issuewire.com)) - [Blingby](#) announces the receipt of a Small Business Innovation Research (SBIR) Phase II, a highly competitive program, and the award of a U.S. Air Force contract. As stated by the U.S. Air Force, "AFRL and AFWERX have partnered to streamline the Small Business Innovation Research process in an attempt to speed up the experience, broaden the pool of potential applicants and decrease bureaucratic overhead. Beginning in SBIR 18.2, and now in 20.R, the Air Force has begun offering 'Special' SBIR topics that are faster, leaner and open to a broader range of innovations."

Blingby CEO Marcia Favale stated, "We are proud to be working with the U.S. Air Force that prides itself in being cutting-edge and thankful for the opportunity granted through AFWERX."

Blingby has begun Phase II and looks forward to adopting its Technology and solution offer to meet the specific needs of the US Air Force. "Blingby uses cutting edge technology to create a fully customizable interactive experience for potential Air Force applicants to help walk them through the process from cradle to grave. Their unique ability to reach our target audience while providing our recruiters the analytics and customizable content to fit their specific locations is an area we are severely lacking. Their technology is exactly what Air Force Recruiting needs right now as well as the future to lead us into the next era of targeted recruiting," said [SMSgt Christopher Forman](#), USAF 313th Squadron Production Superintendent.

To learn more about our solution offerings please contact rachel.greeman@blingby.com

About Blingby

Blingby is a U.S. Patented Technology company adding interactivity to video, live streaming, podcasts, and programmatic ads through a stream of products, experiences and information that is easily accessed by viewers. Blingby is the next generation of interactive technology, existing outside of the player, eliminating player friction and viewer content disruption, while minimizing search friction. The Technology is plug and play for easy adoption and integration and works across screens, through email, social media and messaging, on programmatic platforms, on third party websites and applications, and with QR. Through Blingby Proprietary Data and Analytics, precise insights are gained from user content engagement.

"As video, live streaming, podcasts, and ad units grow in importance, Blingby's technology is being used across industries including e-commerce, media and entertainment, real estate, financial services, and soon recruiting," stated Favale.

Media Contact

Blingby

rachel.greeman@blingby.com

212 537 4434

142 W57th Street, 6th Floor NY 10019

Source : www.blingby.com

[See on IssueWire](#)