

## **Bloggers help re-Launch SuTree as a True Social E-learning Platform**

*Source: SuTree*

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*SuTree.com was launched at 2007 by Joseph Maaravi and "E-learning Knowledge Solutions" an Israeli based internet company. For more information visit [www.sutree.com](http://www.sutree.com) or contact: [press@sutree.com](mailto:press@sutree.com)*

TEL-AVIV, Israel - SuTree.com is an instructional and educational video aggregation service that allows users to obtain visual knowledge from all over the web. It is now re-launching, taking online visual learning to a higher level.

Joseph Maaravi, founder of SuTree, says that today there are tens of thousands of instructional videos available on the internet. The problem is that they are scattered all over the web: in small sites that specialize in specific subjects, in general video sites such as YouTube, in dedicated how-to sites etc. SuTree's unique solution provides a "one stop" vertical service for such material. "A single site that hosts its own videos can never encompass the entire human knowledge" he explains "the only way to do so is through a vertical service". Another advantage of SuTree is combining social experience with high quality, supervised content.

SuTree's founders took a unique approach in designing their site. "We knew that the core service we provided was needed, but as for the added-value features and community aspects we decided to let the bloggers outline the specs for us" says Eyal, SuTree's CTO. This is how it worked: shortly after the launch of the first version on March 07, the blogosphere reacted with thousands of posts reviewing SuTree. "Our team carefully read each and every post for more than three months; we then digested these reviews into the new SuTree version. Such approach was made possible by our age of web2.0 ". The result of this unique strategy is a combination of a community site with certified knowledge and a professional approach.

SuTree now indexes over 10,000 videos in a variety of subjects from more than 250 sources. All videos are approved by SuTree's editors and then categorized and tagged. Besides this core service, SuTree lets users personalize the site, connect and interact and create and join video-based courses. "Our vision is that SuTree will become a live and active knowledge community where every person who wants to learn something can start his journey through the web" says Joseph.

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About SuTree:

SuTree.com was launched at 2007 by Joseph Maaravi and "E-learning Knowledge Solutions" an Israeli based internet company. It is committed to utilizing web2.0's unique features to its users' advantage, keeping in mind that knowledge is power.

For more information visit [www.sutree.com](http://www.sutree.com) or contact: [press@sutree.com](mailto:press@sutree.com)

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