

PRESS

FOR IMMEDIATE RELEASE

Brief Technologies Launches *The BriefBrief*: A Faster, Clearer Way to Read News

Knoxville, TN — December 8, 2025 — Brief Technologies LLC today announced the launch of *The BriefBrief*, a structured news-intelligence platform that helps readers cut through noise and get straight to the facts. Built around the same 5W structure used in military and professional briefing environments, *The BriefBrief* delivers news in a clean, consistent format — enabling readers to understand events in seconds.

For People Who Want the Facts — Fast

Designed by a veteran of the U.S. intelligence community, *The BriefBrief* brings military-grade news intelligence to everyday readers. The platform uses the same structured briefing format employed in intelligence environments, making professional-grade news analysis accessible to civilians.

Executives, analysts, journalists, researchers, and informed citizens benefit from a streamlined format designed for speed, accuracy, and neutrality. Whether tracking global developments or staying current on local news, *The BriefBrief* removes clutter and delivers facts up front.

The BriefBrief is engineered for clarity and speed. Each *BriefBrief* news story is typically 50–90 words, giving readers the facts in under 20 seconds — far faster than traditional articles that can take several minutes to read.

A New Approach to News Consumption

Available at <https://thebriefbrief.news>, and on the [Apple App Store](#) and [Google Play](#), the platform aggregates global, U.S., business, sports, local, and weather updates from more than 77 mainstream U.S. and international news outlets. Each story is summarized using "Who, What, When, Where, Why," giving users only essential information — without editorializing or emotional framing.

Key features include:

- **Structured 5W Format:** Every story answers Who, What, When, Where, and Why — fast and clear.
- **Source Transparency:** Each brief links directly to its originating publication for verification and allows the reader to easily get more details.
- **AI-Driven Aggregation:** Over 77 mainstream U.S. and international news outlets and countless local news sources are combined and summarized into concise, factual briefs.
- **Local Coverage:** Users can follow local news from their closest metro area (coverage depends on availability).
- **Weather Briefings:** Local weather presented in the same structured, easy-to-read format.

- **Customized Dashboard:** Tier 2 users can follow three locations for local news and weather, and tailor the news on their dashboard for topics that matter to them.
- **Secure, Ephemeral Messaging:** Built-in encrypted messaging lets readers privately share and discuss briefs. Messages auto-delete and never leave *The BriefBrief's* protected domain - no logs, no retention, and no tracking of any kind.

Availability & Pricing

The BriefBrief is available now at <https://thebriefbrief.news>, with native apps on:



- **Free Trial (7 days):** Includes:
 - Global news briefs
 - U.S. news briefs
 - Sports briefs
 - Business briefs
 - Access to the last two weeks of stories
- **Tier 1 (Professional - \$4.99/m):** Includes everything in the Free Trial plus:
 - Structured local and global weather briefs in the same 5W format
 - Secure, encrypted, ephemeral messaging contained within *The BriefBrief*
- **Tier 2 (Premium — \$9.99/m):** Includes everything in Tier 1 plus:
 - Local news coverage
 - Unlimited archive access (full historical access with no time limits)
 - Ad-free experience (no banners, no tracking, faster load times)
 - Custom feeds (personalized dashboard with up to three local news + weather locations and tagged interests)

About Brief Technologies LLC

Veteran-owned Brief Technologies LLC, headquartered in Knoxville, Tennessee, builds modern information systems that prioritize clarity, structure, and speed. *The BriefBrief* is designed to give every reader access to the concise, intelligence-style reporting typically reserved for professionals. With *The BriefBrief*, Brief Technologies LLC delivers military-grade clarity to civilian readers — ensuring every story is structured, sourced, and bias-free.

Media Contact

Press Office

Brief Technologies LLC

press@thebriefbrief.news

<https://thebriefbrief.news>

Direct links to native mobile applications:

Apple App Store: <https://apps.apple.com/us/app/briefbrief/id6755690072>

Google Play: <https://play.google.com/store/apps/details?id=news.brieftechnologies.thebriefbrief>