

P R E S S R E L E A S E

New Solution Enables Efficient Collaboration within Editorial Teams and Single Source Cross Channel Publishing

Erkrath/Amsterdam, September 10, 2010: At IBC 2010, Conciety presents its Solutions Framework for Editorial Collaboration and Mobile Journalism, which is based on Microsoft Office 2010 and SharePoint 2010. Editorial Collaboration (EC) 2010 simplifies workflows for journalists, editors and other contributors. It covers the entire content creation value chain, from the story proposal to planning the output across multiple channels and devices.

As editorial teams are becoming more geographically dispersed and as more channels need to be fed with content, journalists, editors, authors, photographers, and production schedulers are expected to adopt a mobile work style, and to do more in less time. The solution addresses these needs by enabling staff members to

- develop ideas and stories across teams, editorial offices and publications;
- plan event coverage and production, including making appointments and requesting resources for interviews and photo shoots;
- schedule human and technical resources;
- find information and people relevant for their stories;
- gather content related to a story, like meeting notes, interview recordings, press releases and photos;
- plan the output across channels – newspaper, magazine and online articles, RSS feeds or content feeds for mobile devices;
- track approval processes and other workflows.

“At IBC, Conciety and Microsoft, are unveiling the new Microsoft Office Web Apps integrated with the Microsoft Solutions Framework for Editorial Collaboration and Mobile Journalism,” said Rainer A. Kellerhals, global media and entertainment solutions lead for the communications sector at Microsoft Corp. “This enables device-independent access and editing of content without the requirement of having a local Office installation.

“Conciety developed a Windows Phone 7 application, that allows mobile journalists and reporters to view news, wires, tasks, proposals and duty schedule. It also allows the journalists to submit story proposals and upload digital content while on the road,” said Kellerhals. “The solution thereby accelerates editorial processes and reduces the time it takes to publish on multiple channels.”

The FAST search now integrated into the solution adds powerful taxonomies and semantic search for editors and journalists, and Web 2.0 features such as content tagging enable teams to more effectively share and leverage individual team member’s knowledge.

Booth: Microsoft Topaz Lounge next to hall 3

About Conciety AG

Conciety AG, a Microsoft Gold Certified Partner and Global ISV, has deep expertise in the Microsoft software plus services approach and many years of experience in advanced solution development. This enables Conciety to create innovative, groundbreaking solutions, leveraging the latest Microsoft technology. Mapping typical business processes in the media industry, Conciety's solutions reach from portals that integrate existing media applications into one solution to editorial management including resource planning and allocation.

With its Windows Phone 7 applications for editorial staff and media consumers Conciety once more proves its skills in using state-of-the-art technology to meet real-life business requirements.

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