



MEDIAROOM INFORMATION TECHNOLOGY

**CNW MEDIAROOM
IS DESIGNED
TO GIVE YOUR
COMMUNICATIONS
TEAM THE ABILITY
TO MAKE UPDATES
TO THE NEWS
SECTION OF THE
WEBSITE ON THEIR
OWN, ANYTIME.**

FOR MORE INFORMATION,
PLEASE CONTACT YOUR
ACCOUNT EXECUTIVE OR
CONTACT US BY:

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Every corporate website benefits from a robust NEWS section, populated with the latest news releases, annual reports, photos, videos, logos, speeches, testimonials and other information of interest to the news media, the financial community, your customers and the rest of your online audience.

The challenge lies in keeping this section supplied with up-to-the-minute information.

CNW MEDIAROOM SOLUTION

CNW MediaRoom is a secure Content Management System that integrates easily with your existing website. Securely hosted off site, CNW MediaRoom requires only simple configuration to implement. CNW MediaRoom is designed to give your communications team the ability to make updates to the news section of the website on their own, anytime.

WHO NEEDS MEDIAROOM?

Busy web teams who could do with fewer "urgent change requests" from the communications department coming in at any time of day or night.

EASY TO USE

- Designed for non-technical users – no programming skills required
- Enables users to add, remove or correct content, upload photo, image and video files and more, all without impacting the rest of the corporate website
- Available 24/7 from any internet connection
- Automatically populates the site with the latest news releases as soon as they cross the CNW Group newswire
- A CNW MediaRoom support team is available for user assistance

EFFECTIVE ALLOCATION OF RESOURCES

CNW MediaRoom reduces development, support and website maintenance costs, allowing web teams to focus on other projects.

INSTALLATION AND SECURITY

For more information about the secure, redundant system on which your MediaRoom will be hosted, download our white paper outlining the technical specifications in greater detail. Visit www.newswire.ca/mediaroom