

Latest release of MediaConnect media relations platform focuses on usability

MediaConnect 10 is simpler, faster and more valuable

MediaConnect has dramatically improved the usability of its media relations platform by re-engineering its application to focus on simplicity and speed. MediaConnect is a unique web platform that connects the workflows of journalists and PR professionals. It is used near-ubiquitously in its traditional market in the Australian technology sector but will soon be launched to the wider PR and journalist communities. Traditionally, neither PR professionals or journalists have been great users of technology in their daily workflows, said MediaConnect CEO Phil Sim. So for either community to adopt a set of tools, nothing is more important than simplicity and ease-of-use. MediaConnect 10 also delivers significant performance improvements over previous versions. MediaConnect is approaching its tenth anniversary in October, 2010 and we believe this version reflects the sum of our experience and lessons learned over the past decade. However, equally, it provides a new foundation for fresh innovation and features, as well as enabling our expansion into new markets. MediaConnect 10 shuns the traditional CRM model used by competing solutions, to adopt design principles from tools that PR professionals and journalists are most familiar with, said Sim. These include Microsoft Outlook, GMail, Facebook and Twitter, he said, all of which are distinguished by their ease-of-use. We realised the best way to enable users to get maximum value from our solution was not to provide better training on our how to use our tools, rather it was better to provide simpler tools that don't require any training, Sim said. About MediaConnect Australia MediaConnect Australia is the most innovative provider of media intelligence solutions to the media and PR communities in Australia and New Zealand. The company's unique media and PR portals, which seek to help journalists and PR professionals work more effectively and productively, is the only end-to-end online media relations platform built for the Australian and New Zealand markets. On top of its world-leading platform, MediaConnect Australia provides media intelligence services including a media contacts database, editorial opportunities, media news and pitch tips, media monitoring services and news release distribution. MediaConnect Australia also operates its famous Forums, the Sun Microsystems IT Journalism Awards, MediaSavvy educational seminars and the PRWire.com.au website. Contact For more information please contact: Philip Sim, CEO MediaConnect Australia (02) 9894 6277 philip@mediacconnect.com.au