

MediaConnect announces upgrade of media relations platform

MediaConnect has launched a tightly-integrated Twitter client on its media and PR platform, as part of a raft of enhancements which collectively make up its Autumn software release. Twitter users can now receive their own Twitter messages and post to their Twitter account directly from the 'Updates portlet' which also streams through industry-specific messages about new updates and database changes.

"MediaConnect's platform has long had support for allowing people to feed their own Twitter updates into the platform, but we're extending that support with full Twitter client functionality," said MediaConnect CEO Phil Sim.

"MediaConnect continues to work towards our vision of allowing users to do as much as possible from a single, tightly-integrated interface and we'll continue to extend our support for new social media platforms like Twitter," Sim said.

Another key Autumn upgrade has been dramatically improved performance, via support for Gears caching technology. When enabled, Gears will load the site's Javascript libraries from the user's PC resulting in the site loading in a matter of a seconds. Performance has also been improved across the site via extensive database optimisation and support for Microsoft's new IE8 browser will deliver faster page rendering for Explorer users.

Another focus with recent upgrades that make up the Autumn release has been usability. Start pages on every module now present information in a simpler, easier to understand fashion with more obvious links to key functions. Numerous pages like the press release submit form have been re-designed for greater ease-of-use.

"Speed and usability enhancements have been a major focus for us over the last quarter and we'll continue to use user feedback to refine the platform to ensure it is as simple and usable as we can make it," said Sim.

The final major element of the Autumn release is MediaConnect's media monitoring module, which was released in BETA earlier this year and is due for an official launch next month.

"Our focus with our media monitoring module is to reduce and even totally eliminate our client's administrative burden of producing media coverage reports. We've been beta testing our media monitoring service and module with a small number of clients and will be announcing our commercial launch next month," said Sim.

More than a dozen minor new features and enhancements have also been rolled out over the past three months.

MediaConnect's Winter release roadmap, which provides guidance for enhancements to be released over the second quarter will include:

- The launch of client portals which will allow agencies to extend visibility of their activities and coverage to clients
- The launch of a products module which will help journalists and agencies manage workflow related tasks to product reviews
- Beta launch of a workflow module including tasks, timesheet and project management capabilities

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.

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