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 postto their Twitter account directly from the 'Updates portlet' which alsostreams though industry-specific messages about new updates anddatabase changes.

"MediaConnect's platform has long had support for allowing peopleto feed their own Twitter updates into the platform, but we'reextending that support with full Twitter client functionality," saidMediaConnect CEO Phil Sim.

"MediaConnect continues to work towards our vision of allowingusers to do as much as possible from a single, tightly-integratedinterface and we'll continue to extend our support for new social mediaplatforms like Twitter," Sim said.

Another key Autumn upgrade has been dramatically improvedperformance, via support for Gears caching technology. When enabled,Gears will load the site's Javascript libraries from the user's PCresulting in the site loading in a matter of a seconds. Performance hasalso been improved across the site via extensive database optimisationand support for Microsoft's new IE8 browser will deliver faster pagerendering for Explorer users.

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

"Speed and useability enhancements have been a major focus for usover the last quarter and we'll continue to use user feedback to refinethe 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'smedia monitoring module, which was released in BETA earlier this yearand is due for an official launch next month.

"Our focus with our media monitoring module is to reduce and eventotally eliminate our client's administrative burden of producing mediacoverage reports. We've been beta testing our media monitoring serviceand module with a small number of clients and will be announcing ourcommercial 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 forenhancements 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 mediaintelligence solutions to the media and PR communities in Australia andNew Zealand. The company's unique media and PR portals, which seek tohelp journalists and PR professionals work more effectively andproductively, is the only end-to-end online media relations platformbuilt for the Australian and New Zealand markets. On top of itsworld-leading platform, MediaConnect Australia provides mediaintelligence services including a media contacts database, editorialopportunities, media news and pitch tips, media monitoring services andnews release distribution. MediaConnect Australia also operates itsfamous Forums, the Sun Microsystems IT Journalism Awards, MediaSavvyeducational seminars and the PRWire.com.au website.

Contact

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