



Media Release

Miles 33 – Miles House Easthampstead Road Bracknell, Berkshire RG12 1NJ
Phone: +44 01344 861133 Email: info@miles33.com

Miles 33 announces GNPortal app for iOS and Android™®

Seamlessly extends content ingestion and transformation automation to users of mobile devices.

August, 2011, Bracknell, UK – Miles 33 is pleased to announce the GNPortal ME (Mobile Edition) suite of mobile apps. Native iOS and Android versions have been released initially with a Browser version to follow for the Blackberry and other smart phone models..

GNPortal is a web-based Content Acquisition (Content Ingestion) and normalization and transformation solution. Publishers are accepting more and more content every day from users, from staff, stringers, contributors and delivery sources such as wire feeds. GNPortal manages and automates this (often massive amount of content), routing it to the right location, transforming it into the desired format, notifying selected users of its arrival and supplying it with the required metadata, all automatically and secure.

GNPortal ME further streamlines this process for mobile users, bringing deeper interaction to those users. Now, instead of just “sending their content in” they can communicate directly with the system in an interactive fashion that lets them upload, search for and retrieve content at will.

GNPortal ME contains the following features:

- Log into the system (with password protection)
- The ability to create a story and associated metadata using a story wizard
- The ability to upload text, pictures, audio and/or video content
- The ability to add content to an existing story (and amend its metadata)
- The ability to search for a story
- The ability to send a story to another destination (e.g. Newsroom).

GNPortal ME effectively extends the newsroom out to the world of roaming mobile users without sacrificing their ability to access the system or interact with other users. With GNPortal ME, users will be able to either create stories directly into the system or upload externally created content and release it into the system’s workflow, complete with metadata, content tags and header information.

Content that already exists on the system can be searched and retrieved for further editing including adding to or deleting content, making general alterations and even sending content to other



Media Release

Miles 33 – Miles House Easthampstead Road Bracknell, Berkshire RG12 1NJ
Phone: +44 01344 861133 Email: info@miles33.com

destinations within the GN4 host system. “We see these apps as a natural extension of the GN4 content management system, which more and more customers are choosing to deploy in a cloud”, said Michael Moore, CEO at Miles 33. “Access to the GN4 system is now possible through a desktop, a browser, a tablet or smartphone. It really doesn’t matter where in the world you are, the GN4 ecosystem is a true virtual world” he said.

Using multi platform rich Internet application development tools from Adobe, GNPortal ME can be deployed as a native iOS or Android app thus covering iPhones 3GS or later, iPads, Android phones and tablets and can take advantage of each platform’s specific features and functionality.

Miles 33 has closed six GN4 orders in quick succession over the past couple of weeks. More details on these orders will follow in a further article.

About Miles 33

Miles 33 is a global software and solutions provider for the Publishing and Media markets. With over 30 years of experience, Miles 33 is one of the largest and longest serving providers to these industries. The current generation of solutions are designed to manage multi-media content and cover all aspects of Advertising, Editorial, Internet and Digital Asset Management to help publishers increase their revenues whilst lowering costs and improving productivity. Miles 33 has an innovative sales model that offers its customers exceptional return on their Investment. Miles 33 is backed by European Capital, the European affiliate of American Capital a publicly traded private equity firm and global asset manager with \$14 billion in capital resources under management. Miles 33 has offices in Berkshire, England; Connecticut & California, USA; Victoria, Australia; Belo Horizonte, Brazil; Milan, Italy and Kuala Lumpur, Malaysia.

Visit Miles 33 at: www.miles33.com

© 2011 Miles 33.

GN4 and Miles 33 are trademarks of Miles 33 Limited. All other trademarks are the property of their respective owners.