



Media Release

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

Miles 33 to showcase suite of editorial iOS® and Android™ apps at IFRA

A News Reader for consumers and an editorial tool for journalists.

October, 2011, Bracknell, UK – Miles 33 is pleased to announce a suite of mobile apps, all to be unveiled at IFRAExpo 2011 in Vienna. The apps come in native iOS and Android versions.

GNXpedio is a newsreader app aimed to deliver content to readers of news and includes some special features for local content. The app comes in both Android and iOS versions and offers users an elegant view of their daily news, presented in a colorful and reader-friendly palette of customizable sections and articles. Users will be able to select their choice of sections to display and a special channel will allow publishers to blend local news and services in along with their regular news. Similarly, the app will allow publishers to create an “Offers and Deals” section creating a conduit for local businesses to promote their services and offerings to local users.

The content itself will be delivered by Miles 33’s new content server product called **GNXstream**, which streams both editorial and advertising content and supports subscriptions. By serving both editorial and advertising content, publishers will be better positioned to offer highly targeted ad campaigns and other monetization schemes. The new Miles 33 **Gemstone CRM** system with its audience analysis tools (also to be showcased at IFRA) can assist newsrooms build better views of the socio-economic makeup of readers, advertisers and subscribers.

GNXcapture is a tablet-based editorial tool for journalists and editors. **GNXcapture** 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 **GNXcapture**, users will be able to either create new stories or edit existing stories directly into the GN4 content management system or upload externally created content and release it into the GN4 system’s workflow, complete with metadata, content tags and header information. **GNXcapture** supports the capture of multi media content including audio, video and images subject to the in-built capabilities of the mobile device or tablet. Powerful search capabilities deliver easy access to all content in the GN4 system irrespective of it’s point of origination.

October 10-12, IFRAExpo 2011, Vienna, Austria – Miles 33 can be visited at Hall A 740.



Media Release

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

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.

GNXpedio, GNXtream, GNXcapture and Miles 33 are trademarks of Miles 33 Limited. All other trademarks are the property of their respective owners.