

Escenic - Leading Dutch Media Group Chooses Publishing Software from Scandinavia

Date: 10-17-2005 09:23 AM CET

Category: [Media & Telecommunications](#)

Press release from: [Escenic](#)

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IfraExpo, Leipzig, Germany, October 17th, 2005

Norwegian software provider has signed a contract with leading Dutch media group, Wegener, in cooperation with integrator GetronicsPinkRocccade to provide Escenic Media System publishing solution to the group's online regional newspapers.

Koninklijke Wegener NV is the largest publisher of regional newspapers and free door-to-door papers in the Netherlands, and is a major player in Western Europe in the direct marketing area. Wegener's newspapers turn out nearly 1 million newspapers and free publications daily.

Henk Janssen, ICT Director, Wegener, "We performed an in-depth analysis and study for upgrading our current solution vs. Escenic. Escenic came out equal or better on all items in the analysis. In addition, it was found that much of the standard functionality already available in Escenic would need to be developed even in an upgraded version of our current solution."

"Escenic places importance on our joint partnership with GetronicsPinkRocccade, a strong partner in our contract with Wegener. Using our joint industry expertise for the implementation of Escenic Media System throughout the Wegener regional newspapers sends a strong signal to the market about our commitment. Together, we will provide all Wegener online newspapers with the most advanced online solution for flexibility and site management," comments Tom Skolbekken, VP Sales & Marketing, Escenic.

About Escenic (www.escenic.com)

With an uncompromising commitment to quality, Escenic is the content management company of choice for over 300 sites worldwide, including leading news providers, portals, Internet, Extranet, and Intranet solutions. Escenic offers the pioneering vision, leading technology and strategic edge that enable businesses to thrive with their digital assets.

About GetronicsPinkroccade (www.getronicspinkroccade.nl)

Getronics PinkRocccade is one of the world's leading providers of Information and Communication Technology (ICT) solutions and services to the business world. Getronics has a direct presence in over 30 countries and this is extended through a network of Service Partners to 120 countries. Furthermore Getronics PinkRocccade is a leading provider of hosting services in Europe. Our focus is hosting and managing business critical applications and portals.

For more information:

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