

Daylight PR launches innovative online news and information portal for German speaking journalists

- ✓ ***New online platform:*** provides companies and organisations targeting German speaking press their own comprehensive online resource to post news and supporting materials
- ✓ ***All in one:*** Journalists can source press-ready documents in German such as press releases, articles, white papers and so on, along with images
- ✓ ***Introductory offer:*** Free of charge for the first year for the first 10 companies to sign up
- ✓ ***Available now:*** www.daylight-medienserver.com

Dresden/ Germany, 30. November, 2009 - PR agency Daylight Public Relations International is launching a news and information portal for German speaking journalists to download press releases, images and background information from organisations targeting German speaking countries.

Now companies and organisations worldwide can use this dynamically expanding information and knowledge platform to post news, press releases, white papers, images and so on, along with key dates of interest to the press.

The Daylight PR team will continuously monitor the quality of material posted on the Daylight Media Server in order to make it easy for journalists to research interesting news items and background information.

Currently, the content on the Daylight Media Server is IT, manufacturing and engineering focused, with the expectation that the site will expand shortly to cater for other vertical markets.

Stefan Lange, Founder and Director of Daylight PR, says “The Daylight Media Server constitutes a strategic step forward for us since it enables companies and organisations from all over the world to have their own online news and information focused platform in the German language. In the longer term, we are going to develop the Daylight Media Server into a knowledge portal with information relating to different sectors such as IT, manufacturing, engineering, telecommunications, scientific, and renewable and sustainable energy and much more, so that it becomes a one-stop-shop for press looking for German written content.”

Press Release

Date:

30. November 2009

Characters (with spaces):

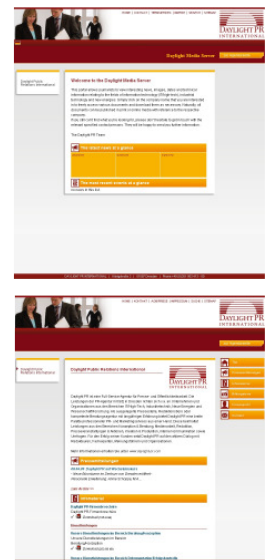
3,298

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Press image:

Screenshots - The Daylight Media Server:



The images may be used in publications concerning Daylight PR and the Daylight Media Server. They can be downloaded at www.daylight-medienserver.com.

The Daylight Media Server

Anyone can access and download information on the Daylight Media Server without having to log in or register. The portal lists all companies and organisations that have a presence on it and an integrated search engine allows journalists to obtain information about new products, solutions, technologies etc quickly and easily.

The clear design makes it simple for journalists to view items before downloading them from the homepage as desired, with a selection of photos available for download free of charge from the image gallery.

Special introductory offer

To promote the launch of its new media server, Daylight PR is making a special offer to companies and organisations who want to optimise their public relations activities. The first 10 companies/organisations to commit to establishing a presence on the portal will be granted free use of it for the first year (covering the "Basic" or "Medium" packages). The installation fee and all monthly maintenance costs are included in this offer with no obligation to make any continued commitment once the trial year is up.

If you would like to know more on the Daylight media server or register as a client, please call us on +49 (0)351 / 563 413 -00 or send an email to info@daylight-pr.com.

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About Daylight Public Relations International

Daylight PR is a full-service agency based in the city of Dresden, a centre for business and technology. The agency is passionate about media and public relations. Functioning both as an external press office and expert consulting agency with many years of experience, Daylight PR provides a broad range of professional PR and marketing services from a single source. These services cover conception and consulting, media relations, editorial work, press events and activities, creation and production, internal communication, surveys, training, photography, documentation and evaluation. To ensure customer success, Daylight PR places emphasis on maintaining an active dialogue with editors, experts, opinion leaders and organizations. **For further information about Daylight Public Relations International, please see the website at www.daylight-pr.com.**

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