

## Press Information

### **Bayerische Landeszentrale für neue Medien relaunches its Website with CONTENTS**

*Munich, 08.12.2004 – The Bayerische Landeszentrale für neue Medien (Bavarian Commercial Broadcasting, BLM) has relaunched its website [www.blm.de](http://www.blm.de) based on the Content Management Platform CONTENTS. With the help of integrated applications like the Press Module, Event Calendar and Download Center, the BLM can now provide its target groups immediately with information about media-relevant topics. CONTENTS' Munich-based partner Ray Sono headed the graphic and contextual design as well as the project's realisation.*

The BLM is now available on the Internet with a clear layout and a modern design. BLM employees create and manage their entire online presence using the Content Management Platform CONTENTS. "CONTENS' simple user interface has helped us significantly reduce the time needed to publish pages and make changes to the site," said Petra Ragaller, Internet head at BLM.

The BLM can now better inform its target groups with a slew of standard CONTENTS modules that are seamlessly integrated into the CMS. Without any trouble, editors can produce and publish dynamic content, through which users can comfortably browse. The BLM's press publications are easily posted and sorted into different categories using the Press Module. The comfortable search mask makes the search for current press releases especially simple for users. The Event Calendar displays an overview of all BLM events in a monthly or detailed view. The site's services are rounded off by the newly designed Download Center, where important site documents are made available for download. Furthermore, online ordering and subscription functions are available as usual, as well as Bavaria's current job positions in private radio and television.

The BLM website is noteworthy even from a technical viewpoint: the templates' Stylesheet-based layout takes care of content without requiring the editors to produce a second print version. The use of Stylesheets prevents the need for specially formatted print templates. The XHTML-compliant transfer to the templates ensures barrier-free access to the website.

The BLM's decision for CONTENS was because of, among other factors, the basic modular approach that allows the CMS platform to be expanded as needed at any time. The IT experts at the BLM were also especially impressed with the easy-to-learn user interface and CONTENS' considerable flexibility, which lets content be managed and used over and over again. Finally, the comparably affordable price spoke for CONTENS. Robert Hefter, IT leader at BLM, summarised that "CONTENS is a big reason why we now have lower online production costs. Its architecture lets us quickly react to new demands and integrate new applications any time."

Aside from the graphic and structural design of the new BLM website, CONTENS' Munich-based partner Ray Sono also headed the project's entire technical realisation.

### **About the BLM-Bayerische Landeszentrale für neue Medien**

The BLM is among Germany's 15 media establishments that oversees private broadcasting in Bavaria. The four core terms "configuration – assistance – research – information" stand for the BLM's various tasks.

The term "configuration" stands for all tasks that directly affect the private broadcasting market, for example the permission rights of private broadcasting providers. Assistance plays a role in the programs themselves, the technical infrastructure, advanced training as well as dealing responsibly with the media. All research done upon the request of the BLM is meant to serve both broadcast providers and the media users. Their research takes into account program-related, economic, technical and legal media aspects. The information about these tasks produces the necessary transparency.

### **About Ray Sono AG**

Ray Sono AG is a consultation and solutions provider with its main foci being

- Portals, content management and personalisation
- E-finance solutions for consultation and operation processes
- Virtual reality, team training and simulation

Employees at Ray Sono conceptualise and realise complex, Internet-based solutions for renowned customers, as well as provide them with advice and consultation. Ray Sono applies its core competencies in the fields of process comprehension, Web content, interface design & media and software technology, and links this know-how to a creative ensemble.

Ray Sono has won the trust of customers in every economic industry, for example Allianz, Austrian Airlines, HypoVereinsbank, BMW, Bundeswehr, Credit Suisse, Damp, Karlsruher Insurance, Lufthansa, MEAG and Siemens.

## **About CONTENS Software GmbH**

CONTENS Software GmbH provides Content Management Software (CMS) for companies with sophisticated online communication needs. Its line of products meets the demands of businesses from small online editors to international firms.

A strong network of experienced partners conceives innovative and customised CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform independent CMS products businesses can quickly realise and edit extensive online projects without any prior programming knowledge.

Among the well-known businesses that use CONTENS Content Management products are Concordia Insurance Group, Credit Suisse, Davidoff, Discovery Channel, Eurocard, GlobeGround Servisair, Hapimag, HypoVereinsbank BKK, John Deere, Max-Planck, MVV Energie AG, Peri, ratiopharm, T-Mobile and Schwyzer Kantonalbank.

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