

Press Release

Bank EEK from Bern decided in favor of CONTENS

Munich, 08-08-2006 – The well-known Swiss Bank EEK launched its company website with the Content Management platform CONTENS. The decision for CONTENS results of the easy and fast implementation and high usability. The financial institution, that belongs to the ten oldest banks in Switzerland, assigned the CONTENS partner New Impact AG with its relaunch.

The bank EEK (www.eek.ch) from the capital of Swiss, Bern, launched its company website based on the Content Management Platform CONTENS and presents itself with a new and modern Internet-Relaunch. The financial institution, from experts admired as the pearl under the regional Swiss banks, is going forward towards its customers and offers convincing services online. Under the theme: „We are more personal, more open, more flexible and faster“, the bank EEK is introducing its extensive offer of services. Besides customary banking like Saving, Investing and Financing, customers receive access to Online-Banking. Furthermore the Bank EEK is offering a variety of brochures, leaflets and documents on its website to download.

The new design eases the visitors of the website to find desired content. They get supported by an intelligent color guidance system: Every main menu item is represented by one color, so the visitors can instantly see, where they are located. Helpful functions like the automatic sitemap, the integrated path-navigation and the fast fulltext search are completing the helpful services for customers. The website continuously becomes extended and is going to offer additional functions like "Savings-Calculator", "Currency-Calculator", "Real-Estate-Calculator" and "IBAN-Calculator".

The CONTENS partner New Impact AG (www.newimpact.com) from Bern was responsible for the target group oriented design, the usability, as well as the technical realization and the extensive provision of services in the field of Internet-Communication and editorial work.

About Bank EEK

The today's Bank EEK was founded in 1821 and belongs to the ten oldest banks in Switzerland. From beginning, the business was designed as a cooperative with a non-profit, social aspect and the business development was deliberately slow and reserved. This changed round about 25 years ago: The service offers were expanded, the appearance was modernized and specific public relations was practiced. Today the association consists as a holding company of EEK investments. The holding is controlling the affiliated companies Bank EEK, EEK Real Estate and EEK Financial Budgeting by 100%. For years, the Bank EEK belongs to the top of the regional banks, regarding substance, profitability, situation of risk and productivity.

About New Impact AG

The company has been awarded several times for its high level of achievement and has made itself a name, that reaches across its own country borders in the fields of interactive communication and portal solutions, as well as web usability. Today they have 18 employees from the disciplines of marketing and media design as well as engineering. The team helps companies to realize and integrate online projects from business-concepts and communicational design to instruction and operation, which proves their reference list. Further information can be found at www.newimpact.com.

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 companies.

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

Among the well-known businesses that use CONTENS Content Management products are Brose, Bundesverband digitale Wirtschaft BVDW (Association for a Digital Economy), Concordia Insurance Group, Eli Lilly, Hapimag,

HypoVereinsbank BKK, John Deere, the Swiss cantons of Aargau, Freiburg and Solothurn, Max-Planck Institutes, MVV Energie AG, Peri, Ratiopharm, Schwyzer Kantonalbank, Siemens TS, the City of Biel and T-Mobile.

Further Information

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