

Press Information

RTL interactive relaunches the celebrity web portal VIP.de with CONTENS

Munich, 12.07.2007 – For the relaunch of the popular celebrity web portal VIP.de, RTL interactive relies on the content management platform CONTENS. The CMS experienced IT experts at RTL interactive decided in favor of CONTENS because of the user friendly interface, the high flexibility, and the uncomplicated project implementation.

The portal VIP.de (www.vip.de) is among the most popular entertainment sites in German language on the web. Here, fans of celebrities find the latest pictures and news concerning their famous idols day after day. After relaunching with CONTENS, the editors at VIP.de have an especially efficient and powerful content management platform at their disposal for publishing the very latest news on celebrities.

The easily operated interface of CONTENS supports the editors during their daily tasks with a variety of intelligent features. Due to the WYSIWYG interface editors are able to create content and pre-produce pages in the preview mode. The high flexibility of CONTENS facilitates the swift execution of the highly variable input possibilities for content. Furthermore, predefined formats for the first time allow the optimized display of content at different places of the website without the necessity of manual formatting by the editors. Hereby typical error sources are eliminated from the start and at the same time many work hours saved. Ultimately, the swift and uncomplicated implementation of the project convinced the IT experts at RTL interactive. Including the connection to already existent backend systems the project team at RTL interactive implemented the VIP.de web portal within only five weeks supported by CONTENS Professional Services.

Edgar Jacoby, CTO at RTL interactive, is pleased with CONTENS and the execution of the project: "Thanks to the careful preparation on the part of CONTENS Professional Services, the implementation was managed smoothly. Considering the complexity of contemporary content management systems this is not a matter of course as we have had to learn from experience."

About RTL interactive

Beneath the roof of the RTL interactive GmbH, RTL Television bundles all interactive and transaction based business segments beyond the classic, advertisement financed free TVs. These include the subsidiary companies RTL SHOP (teleshopping), Universum Film (DVD, video, and film distribution), RTL Enterprises (merchandising & licensing), RTL Media Services (telephone value-added services), RTL Mobile (mobile services), as well as the digital special interest channel Traumpartner TV. In addition the RTL interactive GmbH which was founded as the RTL NEWMEDIA in 2000 and changed its name in February 2005, is responsible for the business unit "RTL online" of which the teletext is also part of.

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 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, Concordia Insurance Group, Eli Lilly, HypoVereinsbank BKK, HVB Direkt, John Deere, the Swiss cantons of Aargau, Freiburg and Solothurn, Max-Planck Institutes, MVV Energie AG, the Oettinger Imex Group (among others "Davidoff"), Peri, Ratiopharm, Schwyzer Kantonalbank, Siemens TS, the City of Biel, and T-Mobile.

Further Information

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