

Press information

SYSTEMS 2007: Social networking software in the spotlight

Munich, 26.09.2007 – Social networks are among the most noted developments in Web 2.0 worldwide. So far, launching a new social network was a time-consuming and cost-intensive matter. CONTENS Software GmbH presents the social software solution CONTENS relate at the SYSTEMS 2007 (hall A2, booth 222) for the fast and efficient implementation of sophisticated social networks.

Social networks such as StudiVZ, MySpace, or LinkedIn allow their members to network easily with each other. This way they promote mutual exchange and facilitate the locating of old and new contacts. The development and implementation of a new social network web portal used to be very time-consuming and cost-intensive because all features had to be programmed individually. CONTENS Software GmbH from Munich presents the social networking solution CONTENS relate at the Systems 2007 (October 23-26 in Munich) for a faster and cheaper realization of modern and efficient social webs.

At the booth of our partner company windream visitors can experience the functionality inherent to the flexibly adjustable standard elements of CONTENS relate. This way the integrated user profile administration is easily adjusted to meet individual project demands. Other members are located quickly and easily via the profile browser. The integrated messaging functions facilitate the communication between members without the need to reveal private email addresses. Via the flexible contact administration the members are able to view the released data of their contacts at any time.

Next to a number of immediately applicable default features, CONTENS relate offers more: project-specific demands such as user generated content features, billing, invitation functions for viral marketing, or individual loyalty systems can be developed flexibly and implemented smoothly into CONTENS relate.

Platform operators can benefit even more with the optional integration into the content management platform CONTENS 3.0 enterprise: typical content of a social network, such as about-us-texts, T&C, quick guide, help texts, user comments, legal notice, news, or newsletter can be created and managed easily via the CMS surface of CONTENS. Moreover, the entire administrative

backend is available from CONTENS relate via a central access which facilitates the administration of all users, their registration and billing, as well as the releasing or blocking of individual accounts. The integrated code generators in CONTENS 3.0 enterprise facilitate work for the web developers. Individual forms and list views for the management of relational data can be created much faster and more efficient than with conventional programming.

If we have sparked your interest come and visit CONTENS at the SYSTEMS 2007 in Munich from October 23 to 26 at the windream booth (hall A2, booth 222). Individual appointments can now be made under www.contens.de.

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

Further information

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