

Press release



Full speed ahead with MOTOR VISION and InterRed

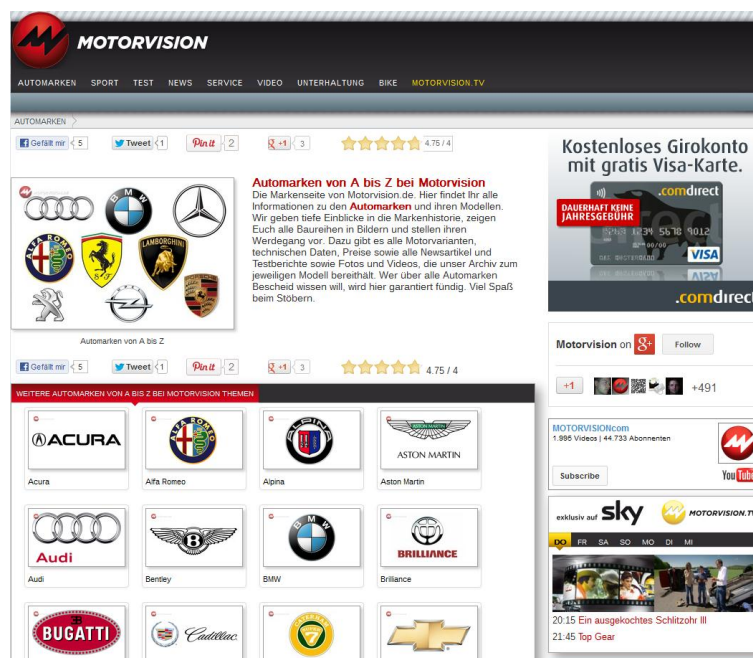
27th February, Siegen/ Munich

MOTORVISION.de counts as one of Germany's top Internet portals for cars, motor sports, and tuning. In autumn 2012, operator MV Media GmbH decided to switch to the InterRed web content management system. After a very short adaptation period of just three months, the Munich-based company successfully re-launched its website. Since then, InterRed has formed the basis of MOTORVISION.de's online implementation.

Self-implementation at high speed

MV Media GmbH took sole responsibility for implementing the relaunch of its website in record-breaking time. The switchover to the new-look browser-based system was managed entirely without training. Using only the InterRed documentation provided, the MOTOR VISION pros were able to install and implement InterRed CMS themselves.

It is essential that a news portal which offers its users a wide selection of new content daily is easy to manage, such as those based on InterRed. Currently, users have access to around 40,000 articles and 3,000 videos on MOTORVISION.de. Current reach data for the portal indicates 1.36 million unique users, 6.1 million Pls and 5.6 million visits (IVW online usage data Jan. 2013).



The website of MOTORVISION



Stability and flexibility

Key reasons given by MV Media GmbH for changing over to the new content management system were its high speed and performance, and the possibility of quick and easy self-implementation.

This is emphasized by Michael Gabrielides, Managing Director of MV Media GmbH: "We decided on InterRed after a long search because no other system manages to ensure stability without compromising flexibility quite like InterRed."

Company profile:

About InterRed

InterRed GmbH – We make IT work.

The InterRed GmbH, with its head office in Haiger (Hesse) and its business location in Siegen (North Rhine-Westphalia), develops and distributes software solutions on the basis of the latest information technology. InterRed is one of the technologically leading suppliers in the sectors content management, knowledge retrieval, personalization of websites, catalogue production, live reporting for analysing website usage and process-optimizing print solutions.

The InterRed product family with the content management system InterRed, the KM solution ContentAgents, the live reporting software RhoLive and the editorial system InterRed Print provides added value for all applications and all industrial sectors. Strong strategic partnerships in the fields community and media asset management result in the InterRed-family being a comprehensive solution.

You can find further information at www.InterRed.de

Contact person for queries and interviews:

InterRed GmbH
Andreas Nentwig
Head of Marketing
Eiserfelder Straße 316
57080 Siegen

Fon: +49 271 30377-0
Fax: +49 271 30377-77
E-Mail: info@interred.de

