



Agency network MINDS International with four new partners

International technology platform MINDS grows rapidly market coverage in continental Europe and North America with 15 leading news agencies

Frankfurt, 5th February 2008 (OTS) – Just a few weeks after the official foundation of MINDS International, the technology network has been enlarged by four additional agencies. Agence France-Presse (France), The Canadian Press (Canada), Agencia EFE (Spain) and Magyar Távirati Iroda (Hungary) have joined the international research and development network for innovations in the field of digital information and communication solutions suitable for the media industry.

Through the accession of these four agencies MINDS International can close two important geographical gaps. "With our new partners in France and Spain we are now present on all major markets in continental Europe and with Canada we cover all Northern American States. At the same time our Hungarian partner strengthens our position in Central and Eastern Europe", says Wolfgang Nedomansky, Managing Director of MINDS International. In a next step MINDS plans to invite selected Asian agencies to join. "Our aim is to become a leading global player in the field of New Media Business", says Nedomansky.

Cooperation within the MINDS network focuses on the mutual exchange of experience in order to gain as much knowledge as possible. In addition partners of MINDS work together to develop and market innovative media services. "Due to decreasing circulations publishers need to find new business opportunities to generate additional revenues. The development of new services is mostly complex, expensive and time consuming. The MINDS community therefore supports its media customers by providing them with new solutions".

Currently MINDS is concentrating on two major projects: For the Euro 2008 partners have developed various innovative products such as 3D Infographics and animated web applications, which are already being marketed in several countries. Similar products will be offered for additional events, such as Olympic Games or US elections. Another important step is the setup of a central video platform for the exchange of local video material within the MINDS community. This platform is expected to be launched in the second quarter of this year.

Current partners of MINDS International

- AFP - Agence France-Presse (France)
- ANP - Algemeen Nederlands Persbureau (Netherlands)
- AP - Associated Press (USA)
- APA - Austria Presse Agentur (Austria)
- APCOM - (Italy)
- BELGA - Agence Telegraphique Belge de Presse (Belgium)
- CP - The Canadian Press (Canada)
- CTK - Česká tisková kancelář (Czech Republic)
- DPA - Deutsche Presse-Agentur (Germany)
- EFE - Agencia EFE (Spain)
- LUSA - Lusa Agência de Notícias de Portugal, S.A. (Portugal)
- MTI - Magyar Távirati Iroda (Hungary)
- NTB - Norsk Telegrambyrå (Norway)
- SDA - Schweizerische Depeschagentur (Switzerland)
- STT - Suomen Tietotoimisto (Finland)

MINDS' Mission Statement: MINDS International is a network and platform of equal news agencies sharing ideas and exchanging knowledge to put business concepts forward in order to raise revenues and save costs in digital markets.

Web site <http://www.minds-international.com>
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