

NEWBASE Press Release 07(1)/08

NEWBASE 4.0 sets new standards for electronic press reviews

Hamburg, 14.07.2008 - Like all other media, the electronic press review has been subject to numerous and far-reaching changes in recent years. NEWBASE has incorporated many of these innovations or – as one of the technology leaders – has been active in promoting their widespread acceptance. NEWBASE 4.0, a new version of the proven NEWBASE software, has been on the market since June 2008, and for the first time combines all the main innovations in one product. It therefore provides a future-proof system for individual media observation for many years to come.

As well as numerous changes and innovations at the technical level – such as a Unicode-compatible database, the integration of the latest Finereader OCR software and the seamless incorporation of almost all common scanner models – NEWBASE 4.0 provides a whole range of new features, which open up completely new possibilities for electronic press reviews.

For example, the NEWBASE WebShot module gives users an introduction to online observation, and the first steps in quantitative media observation can be taken using the newly created media analysis button. It enables the user to evaluate his own data from any point of view and thus provides considerable added value for his own press work.

"We are convinced", says Managing Director Christian Heinisch, "that with NEWBASE 4.0 we will not only be giving our customers the opportunity to take media observation into a new dimension "by their own hand", but we will also be setting the standard in this sector for years to come".

All new NEWBASE systems will be delivered under Version 4.0 with immediate effect. Free upgrades are available for all customers, which will bring every NEWBASE system up to the latest state of the art.

Ansprechpartner:

Herr Andreas Rath
Key Account Manager, International
NEWBASE GmbH
Telefon: +49 (40) 89002-263
E-Mail: [ara\(at\)newbase.de](mailto:ara(at)newbase.de)

Über NEWBASE GMBH:

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