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First European news platform wins multimedia prize

Berlin, September 1st 2008. The first European news and blog platform Imooty.eu wins the prestigious multimedia prize "Starting Successfully with Multimedia" of the Federal Ministry of Economy and Technology in Germany.

„Winning the prestigious multimedia prize confirms the originality of our news navigator and underlines the relevance of a platform contemplating a common European media landscape“, says the founders Blaise Bourgeois and Kristoffer J. Lassen. The founders received a prize of €25.000 from the state Secretary of the Federal Ministry of Economy and Technology at the International Fair of Consumer Electronics in Berlin.

Imooty was awarded for its innovative business idea, with an ergonomic interface the portal enables a quick and effective overview of the latest news and current events around Europe. In the future the platform will also enable searches in media archives, combining content from different European countries. The implementation of a sophisticated end-user design and a Web 2.0 platform for publishers was decisive in awarding the prize to Imooty.

Using this opportunity, Imooty integrated a new „EU-section“ on its website, which allows the fast access to manifold information sources about the European Union.

Contact for press

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About Imooty

Imooty.eu is the central access point for European news and information sources. The platform features a quick and efficient overview of the European media landscape.

With the help of Imooty, users may streamline access to specific news topics and organize information from online newspapers, magazines and blogs. The tool is used to create press reviews or simply to follow current events of personal interest. Through Imooty.mobi, users may access the press review via mobile phone.

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