

RUSSmedia
solutions

A close-up photograph of two hands holding several interlocking white puzzle pieces. The hands are positioned as if they are about to fit the pieces together. The background is a soft, out-of-focus light, suggesting a bright indoor setting. The overall tone is warm and professional.

WE DON'T SELL SOFTWARE.

**WE OFFER SOLUTIONS, THAT HAVE
PROVEN THEIR VALUE IN OUR MARKETS.**

THE IDEA:

All publishing houses are facing the same digital challenges!

We already have successful solutions – so why not share them?



**HOW CAN WE ENSURE THE
SUCCESS OF OUR PARTNERS?**



SO WE SET OUT 5 BASIC RULES:

- We offer our services and solutions to publishing houses and media companies.
- We strive for a network effect - new inputs improve the product for all partners.
- We're not a software house.
- We offer only solutions as SAAS (Software As A Service)
- One face to the customer - with strict and flat hierarchy.

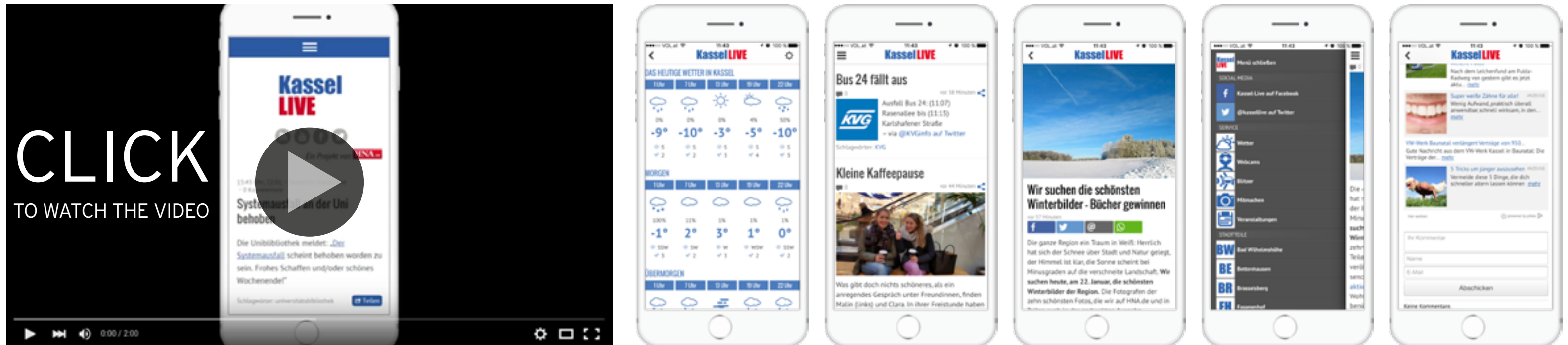


KICKOFF IN Q3 2014

FIRST CUSTOMER: **HNA**

PROJEKT: **Kassel LIVE**

Individual News APP



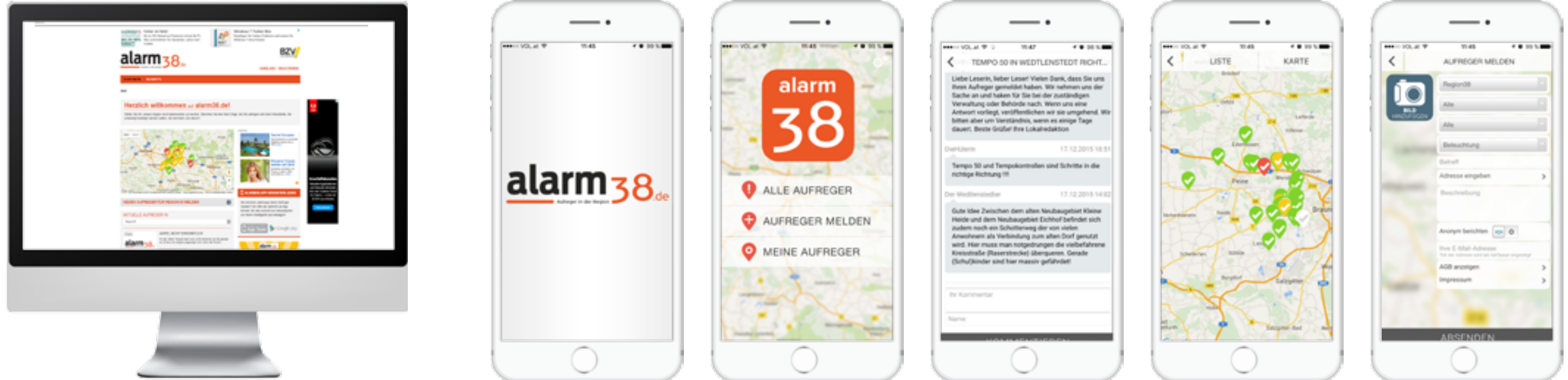
With the HNA we developed an individual News APP for their Portal "Kassel live". The APP is directly fed from their existing WordPress CMS and include additional

Services as weather, speed camera services, events, webcams and a easy to use possibility for users to upload articles.

SECOND CUSTOMER: **FUNKE DIGITAL**

PROJEKT: **Alarm38**

Citizens' Forum

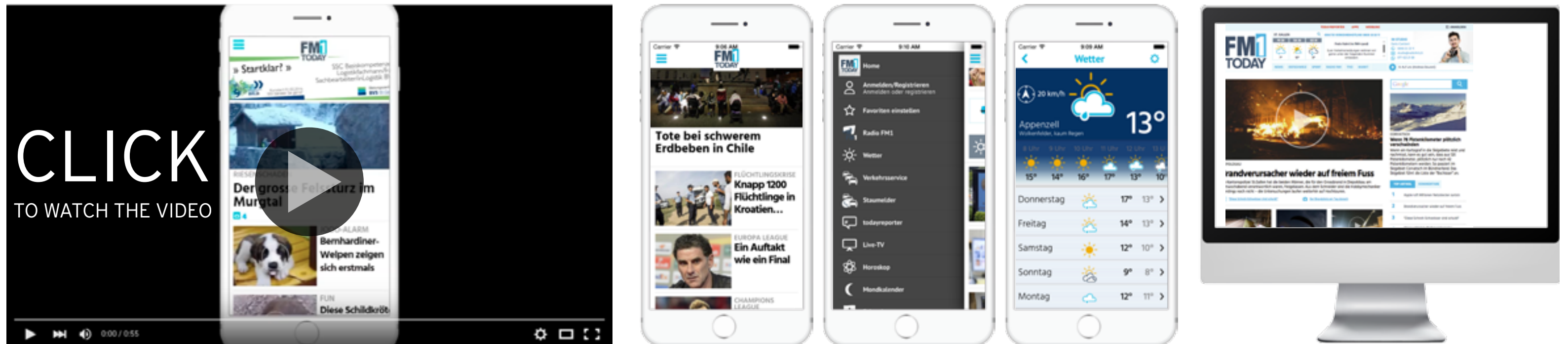


Alarm38.de of the Braunschweiger Zeitung, commissioned by Funke Digital, is a citizen participation platform where people can post issues by uploading a picture, including the

GPS coordinates and some more info. The editorial team react to the issues by confronting the municipality and creating hyperlocal stories for the Braunschweiger Zeitung.

NEWEST PROJET: **NZZ**

Regional News Portal for Radio and TV



FM1Today is a regional news portal for the radio station FM1, a member of the NZZ Media Group. It presents hyper-local multimedia content. FM1Today is built on WordPress

to ensure a streamlined editorial process and is available on desktop and mobile (native apps for iOS, Android and a Webapp).

WHAT WE ARCHIVED:





**WE WERE ABLE TO BUILD UP
OUR DEVELOPMENT TEAM BY 30%**

NETWORKEFFECT

Every successful delivered project brought important inputs and innovations that improved our own media solutions and the product of all partners.

REFERENCES

