



**INTERNATIONAL
JOURNALISM
FESTIVAL**
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#IJF14: SPEAKERS' BOOKS AND TWEETS ARE ONE CLICK AWAY

iPressLIVE is a platform that, on the website of the International Journalism Festival of Perugia, synchronizes all the books written by the speakers through Amazon and all their conversations through Twitter. Of the texts available as eBooks you can also download a free excerpt and visualize it on your Kindle or any other device through Kindle app, which is available for free.

In a real digital bookstore, the 891 books by the over 500 speakers are all available online directly on the Festival's site.

<http://www.journalismfestival.com/speaker-list/2014>

Moreover, in occasion of the MultiLanguage development of the platform in the near future, iPress will completely renovate its website, thank to the collaboration with Nextre Engineering.

Perugia, April 16th 2014 - iPressLIVE - News Social Platform collaborates with the International Journalism Festival, an event that is essential for exploring the new scenarios of the news world in the era of open web and of the worldwide diffusion of social networks and digital platforms geared towards sharing knowledge. The pages of the Festival www.festivaldelgiornalismo.com present all 371 speakers who will take part in keynote speeches, conferences and seminars that will be held in Perugia from 15th to 19th of April.

On the site of the Festival each speaker has a page featuring his or her biography and links to his or her social networks, blogs or websites, and, starting this year, thanks to iPressLIVE, the pages also feature a timeline with conversations on Twitter updated in real time and all the books published by the speakers - 891 books that are made immediately available in a digital bookstore synchronized with Amazon. You can take part in their conversations through social networks and also through the pages of the digital books themselves thanks to social reading; you can download free excerpts or buy either the digital or the printed version of the books.

On the homepage of iPress www.ipresslive.com the news related to the Festival are available along with pictures, images and videos constantly updated. The lists of the Speakers' Tweets and the Press Coverage are the two new Tabs to follow in two separated feeds on the iPress pages dedicated to the International Journalism Festival 2015. The homepage remains the same as last year, an area where it's possible to visualize all the tweets with the official hashtag of the event #IJF15 and the press releases of the sponsor and the participants of the Festival.

Clicking on the Speakers' Tweets it's possible to monitor in a unique feed all the tweets from the lists of the speakers involved in the Festival, divided in two columns: one for the international spokespeople, the other for the Italian ones.

The Tab Press Coverage in the next days will allow to visualize and check the entire online press coverage for the International Journalism Festival.

iPress was born in 2010 from an idea of Marisandra Lizzi and from the work of journalists, communicators and developers, but the true date of birth can be traced back to the end of 2013, after a period of incubation in Silicon Valley. The goal is to use the potential of internet and of social networks to improve the way we work and collaborate among professionals in the world of communication and news, so that we may focus on the quality of contents and of relationships, thus freeing intellectual resources from the transmission of enormous amounts of press releases that ever more often get caught up in spam filters; these resources could be used to concentrate on quality, creativity, innovation, on filtering irrelevant pieces of news, on reading books and newspapers and on the contents of communications.

For additional information, please contact:

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