



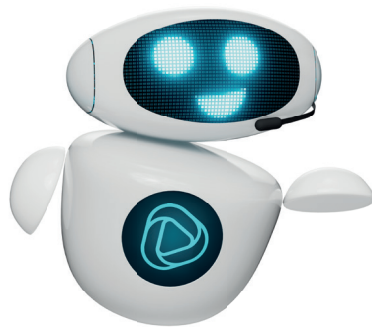
# The digital **Newsroom**

powered by AI



# AI in the digital Newsroom

## **New Possibilities for Communication**



CoCo

### **Next Level**

As the leading European provider of the digital newsroom platform, we have integrated the latest AI technologies into our product.

### **The Content Copilot (CoCo)**

The customised AI solutions in Imory enable efficient content planning, creation and analysis as well as authoritative insights through detailed reports.

**Data security in the European cloud and DSGVO-compliant**

# We make communication **digital. simple. better!**

## **It's time to rethink communication - digitally!**

Imory organises all communication processes transparently, efficiently, coordinated and across departments. Continuing as before is not a solution and optimisation is no longer sufficient.

## **Change is based on experiences**

Today, modern communication takes place on an equal footing - everyone is both sender and receiver. The development of new creative processes enables new perspectives.

# The digital **Newsroom**

**We are redesigning the future of corporate communication!**

Imory develops interconnected, intelligent communication experiences that all have one thing in common: Breaking down silos and creating transparency, promoting new potential and enabling consistent brand messages.

**Imory is your sustainable partner for digital communication on one platform - from one source.**

# Every brand becomes **a media company**

Media presence as the basis of effective brand management increasingly determines competitiveness and has a direct influence on your company's success.

Consistent visibility on a wide range of channels and a content marketing strategy tailored to the target group require coordinated, transparent and agile communication processes.

**If you are not present in the media, you are not economically relevant.**

# Imory is not **just another tool**

Imory is the central platform for your holistic editorial communication activities. This creates synergies even across team boundaries.

A high level of planning reliability, efficient resource planning and transparent collaboration ensure motivation and success.

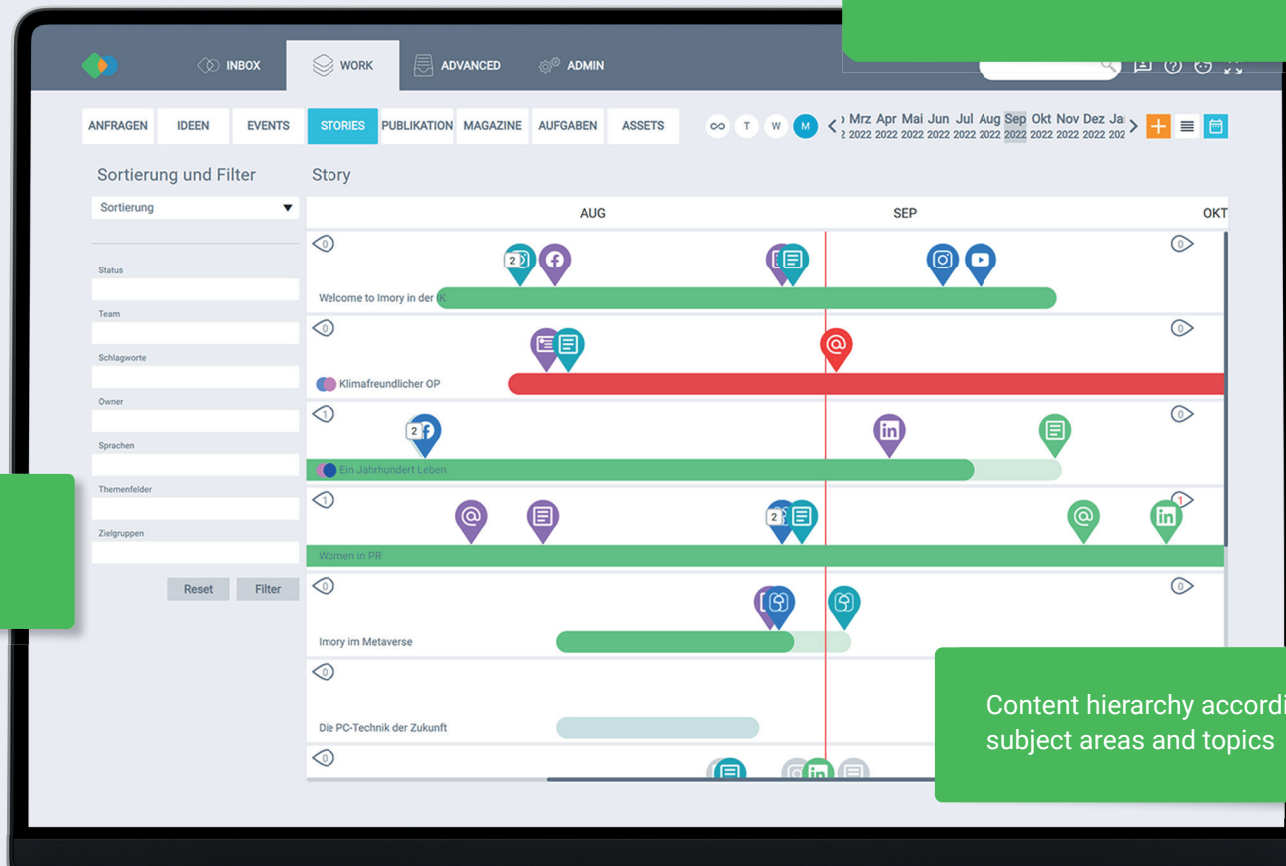
**DSGVO security is guaranteed through integration in the European Microsoft Cloud. Accessibility has been approved by leading DAX companies.**

# It starts with good planning



The topic-centric planning in Imory enables transparent access to all communication content and provides a quick overview of all topics. Centrally mapped in an editorial calendar.

Topic pool cross-media and cross-channel



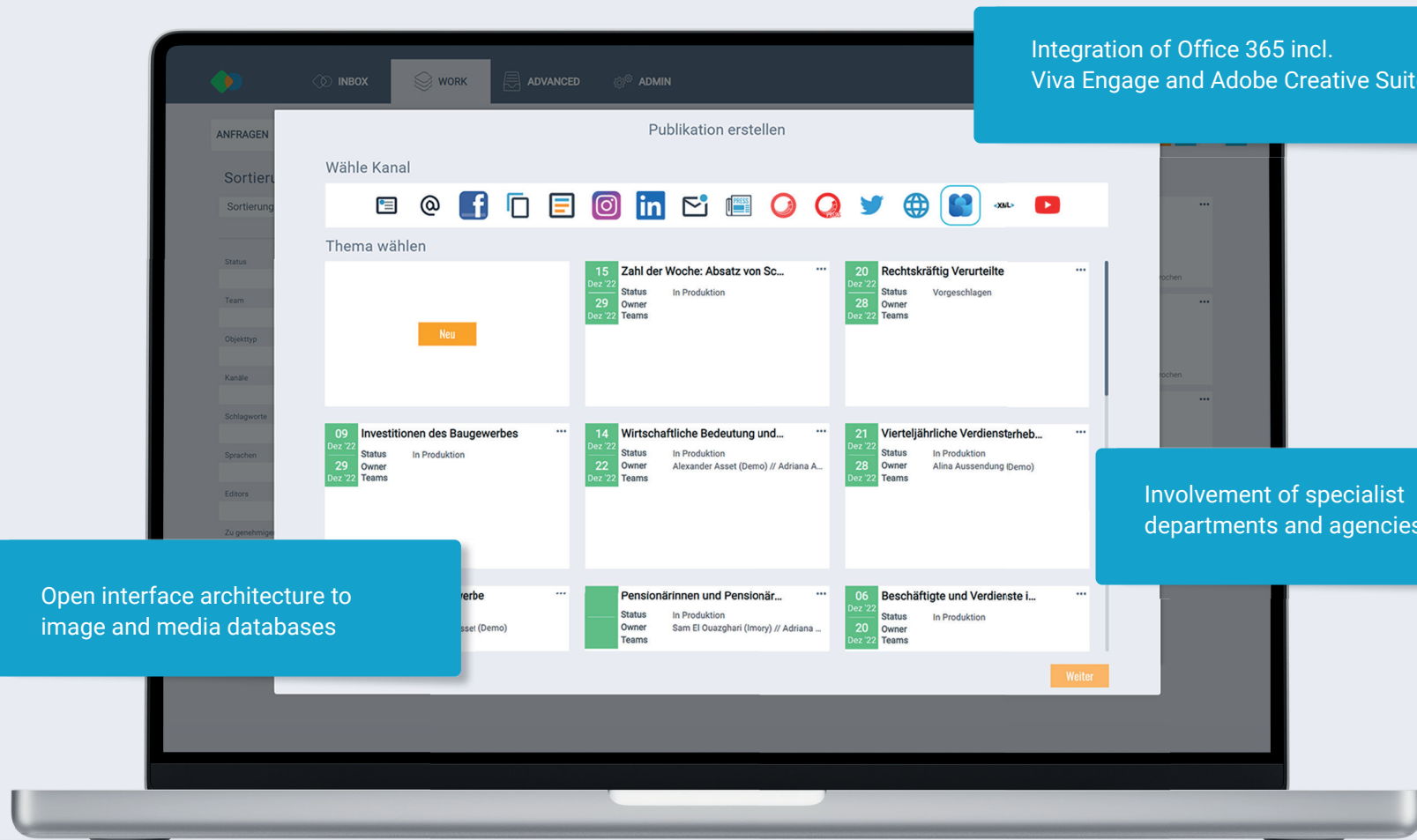
The view for the editorial conference

Content hierarchy according to subject areas and topics

# The Production



The creation, editing and approval of all media content - whether text, image or video - is a central component of Imory.



# The platform for all channels and formats



All publications, contents and the respective status for implementation and release are transparent and available in the central publication calendar of Imory.

The view for the Daily

Automatic publication for all channels and distribution paths

From tweet to press communication

Topic-centric view on publications, tasks, assets and media monitoring

The screenshot displays the Imory platform's central publication calendar. The interface includes a top navigation bar with 'INBOX', 'WORK', 'ADVANCED', and 'ADMIN' tabs. Below this is a secondary navigation bar with 'IDEEN', 'EVENTS', 'STORIES', 'PUBLIKATION' (highlighted), 'MAGAZINE', 'AUFGABEN', and 'ASSETS'. A calendar grid shows publications from July 25 to August 31, with each day containing a list of items with titles, times, and status icons. On the left, there is a sidebar with filters for 'Status', 'Team', 'Objekttyp', 'Kanäle', 'Schlagworte', 'Sprachen', 'Editors', and 'Zu genehmigen durch'. An orange callout box on the right side of the calendar reads 'Automatic publication for all channels and distribution paths'. Another orange callout box on the left side of the calendar reads 'The view for the Daily'. A third orange callout box on the right side of the calendar reads 'From tweet to press communication'. A fourth orange callout box on the left side of the calendar reads 'Topic-centric view on publications, tasks, assets and media monitoring'.



# A **good service** is part of a good software

The Imory team brings all the skills needed for the optimal preparation and implementation of the digital newsroom.

We support the editorial work, bring the experience for the right project management and onboarding and our support ensures that there is a solution for every problem.

The development of the digital Newsroom is our passion! We are only satisfied when you are. And we also bring the necessary fun for your project.

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