

## Press release

### Cutting-edge multimedia show at Heilbronner Stimme

Visitors who undertake a guided tour through the media company Heilbronner Stimme are astonished: During the new multimedia company show about the newspaper production, the group of visitors is welcomed by name. Moreover: The fourteen-minute show demonstrates the newspaper pages of the current production of the day with the current front page. I.e.: Tomorrow's newspaper! Furthermore, live contributions of agency news and pictures are implemented as news ticker. Automated picture processing and the link between the multimedia software and the current production data make it possible. To talk shop: Digital AV auto update. The system is controlled by the operator via internet. "Guided tours of the production are highly significant for us, since they constitute a major part of the reader-paper bond. More than 5,000 people visit our print office every year. By means of this ultra-modern presentation, we deliberately focus on the timeliness of our newspapers and underline that the daily newspaper is a modern medium of the future", says CEO Bernd Herzberger. The show is a mix of video sequences and pictures and is projected onto a screen with a width of 3.5 m in a cinema with 44 seats, which has been specially arranged for this purpose. The presentation was produced by the Cologne-based agency von Aichberger & Roenneke Neue Medien GmbH. "This constantly self-updating presentation is unique in Germany and probably also in Europe", says the agency's manager Dominik Roenneke. The following link of the agency provides background information about the presentation: <http://www.va-r.de/>

For more information about the media company Heilbronner Stimme: [www.stimme.de](http://www.stimme.de)

Contact:

Media company  
Heilbronner Stimme GmbH & Co. KG  
Management  
Allee 2, 74072 Heilbronn  
Michael Beck  
Phone: +49-(0)7131-615-291  
E-mail: [michael.beck@stimme.de](mailto:michael.beck@stimme.de)  
Tanja Warnecke  
Phone: +49-(0)7131-615-442  
E-mail: [tanja.warnecke@stimme.de](mailto:tanja.warnecke@stimme.de)  
Fax: +49-(0)7131-615-380

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