EVERYTHING YOU NEED TO KNOW.

RADIO MAX SELECTS X.NEWS FOR MORE EFFICIENT COLLABORATION ACROSS REGIONS

Pinkafeld, Austria 9/17/2017

RADIO MAX, the leading provider for custom in-store radio experiences in food and drug stores across Europe, is now partnering with x.news.

x.news™ is the ideal solution for RADIO MAX because the content contributors work across many different locations. Using x.news™, RADIO MAX can now produce more relevant content faster.

RADIO MAX is the live-moderated shopping radio of REWE International AG, the market leader in Austrian food and drugstore trade with more than 2.500 stores. RADIO MAX is the expert with more than 25 years of experience in cross-media sales promotion at POS – from radio to digital signage. The program is tailor-made in the in-house studios in Vienna with a professional team. With more than 9 million listeners across Europe, RADIO MAX is Europe's leading in-store radio. The purpose of RADIO MAX is to address all the senses during the time at the POS. What sounds good in your ear goes directly to your heart. Sound and voice stimulate and emotionalise simultaneously.

" The POS of today and the future must be a positive and comfortable place. It's about making customers feel vibrant and motivated and creating a positive and comfortable shopping experience. Therefore, we are already working on strong implementation strategies for tomorrow. x.news is the perfect partner for us because we have the same understanding of professionalism and humanity. We both understand what motivates, moves and animates people.

This product is a great innovation. Our entire domestic and international editorial staff is better connected and collaborates even more efficiently because of it. "

Michael Tippl
CEO, RADIO MAX

ABOUT X.NEWS

x.news information technology gmbh is the company behind the award-winning on-demand solution for the modern newsroom and enterprise market, running on the Microsoft Azure platform. It is a powerful story research tool that transforms the way journalists work by monitoring the different sources (news agencies, social media sites, web and internal sources) all on one screen. With x.news™, journalists can find, follow, collect and share all the latest information to deliver better and faster journalism. For more information about x.news™, please visit the company website www.x-news.eu and request a demo version.

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