

Press information

RTL interactive and VOX are launching a feature portal for women with CONTENTS: Frauenzimmer.de

Munich, July 28 2008 – “Everything that women want and need” – this is the motto of the new online offer from RTL interactive and VOX, specifically designed for a female audience. The technological basis for this website is powered by CONTENTS content management technologies.

From now on, woman (although not exclusively) can find information on everything that’s going on in the world under the address www.frauenzimmer.de: news on stars and celebrities, as well as entertainment and service. The one-of-a-kind mix of trend awareness, journalistic expertise, entertainment, service and community topics can be found only once in the German speaking web. Amusing features such as a virtual handbag that women can carry along, extra women’s weather forecast, or the latest before and after pictures from hair salons give the site it’s special charm.

The technology of the new online offer is based on CONTENTS and uses several functions which help simplify editorial work. This includes intricate content, elaborate flash-objects, as well as active page areas that are automatically filled in with content according to specific criteria, just to name a few. Another special feature is the connection to the RTL internal media asset management system. The complete networking of all articles with web 2.0 elements, offers users the possibility to talk with their friends in the community about any of the topics.

Matthias Büchs, member of the RTL interactive management on the online strategy: “We are investing continually into the build-up of target group portals to expand our coverage in the internet. Following the start of Kochbar.de, this is the launch of another new premium offer within a few weeks.” The new women’s portal Frauenzimmer.de, powered by VOX is aimed at women in their mid twenties and older and is already accessible online.

About RTL interactive

Under the umbrella of RTL interactive GmbH, RTL Television has combined all interactive- and transaction-based business areas beyond the classic ad-sponsored free-TV. This includes the subsidiary RTL SHOP (teleshopping), Universum Film (DVD, Video, and film distribution), the business unit RTL online which also includes teletext. RTL interactive GmbH was founded in 2000 under the name RTL NEWMEDIA, the company's name was changed in February 2005.

About VOX

Those looking for good entertainment need look no further. The TV station VOX is based in Cologne and broadcasts a modern mix of entertainment and information. VOX offers an exciting blend of series and movies. Magazines and documentaries such as stern TV Reportage complete the station's profile.

About the CONTENS Software GmbH

CONTENS Software GmbH provides content management software (CMS) for companies with sophisticated online communication needs. Its line of products meets the demands of businesses from small online editors to international companies.

A strong network of experienced partners conceives innovative and customized CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform-independent CMS products, businesses can quickly realize and edit extensive online projects without any prior programming knowledge.

Several well-known companies depend on the content management products provided by CONTENS such as Adecco, Biotest, Blanco, Brose, the Concordia Insurance group, Eli Lilly, the HypoVereinsbank BKK, the HVB Direkt, John Deere, the cantons of Aargau and Freiburg, manager-lounge, the Max Planck society, Mövenpick Hotels & Resorts, the MVV Energie AG, the Oettinger Imex Group (among others „Davidoff“), Ratiopharm, RTL, the Schwyzer Kantonalbank, Siemens Mobility, the town of Biel, and T-Mobile.

Further information

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