

### Mobile service for journalists

## Mehrkanal develops a press app for Peugeot

**Essen, August 09, 2011 – The new mobile application by the agency Mehrkanal makes the work of journalists much more easier now. The mobile press service of the Essen's experts for Marketing Management Systems will be now applied by Peugeot.**

More service for journalists: With all conventional smartphones and mobile devices, as tablet Pc's, recent press releases can also be accessed on the go. The press app of Peugeot convinces by intuitive menu navigation and by the direct contact options to the press office. Accredited media representatives have an access to the recent press information and to the extensive archive of Peugeot at all times.

The new mobile press service can be accessed directly via the website [www.peugeot-presse.de](http://www.peugeot-presse.de). When calling up the press website of Peugeot, the system recognizes automatically if it is a classical computer or a mobile device in order to load the appropriate optimized frontend of the sites. The active downloading and saving of a particular application thus become redundant.

As before, the accredited journalists can move intuitively on the new surface of the Peugeot press service. By entering the access data via a mobile device, the user is asked if this data shall be saved or not. When the user confirms the accessed data there is no further login necessary for the next visit. Within the area press service the menu item 'contact persons' ensures a fast and direct line to all employees of the Peugeot press service. Clicking the stated contact data, it enables a direct call or sending an email.

### About Mehrkanal:

MEHRKANAL is one of the leading suppliers of marketing-management-systems, based in Essen. The company is specialised for establishing, leading and integrating brands in and via the internet. Due to the close networking and the interaction of web-based tools, MEHRKANAL optimises marketing and sales of numerous internationally operating brand manufacturers. The customer portfolio includes companies as Peugeot, Kia Motors Europe, Jaguar, Land Rover, Renault, Dacia, Deutz-Fahr, Brax, Banque PSA Finance Deutschland, Esprit, Iveco, Ford and Tamaris.

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