

Press Information

7products.de: trend portal leverages CONTENS

Munich, 10/13/2009 – The ProSiebenSat.1 group has launched its new shopping platform 7Products using CONTENS Content Management System (CMS) software. The portal offers travel services, designer fashion, books and music for fashion conscious online shoppers.

The CONTENS CMS based trend shopping portal 7products.de provides visitors the ability to browse trending product charts from partners such as amazon.de or musicload.de or get inspired for hot new products through video shopping. The new ProSiebenSat 1. Group portal also offers VIP-Shopping, a service powered by BuyVIP, where shoppers can find exclusive offers in the Germany's next Topmodel Shop.

CONTENS CMS Software allows editors to quickly and simply edit webpage content and web services. Editors can easily update trend chart lists, modify keywords, and add new categories for trend-setters either manually or automatically. The editors can then add the trend charts directly to the website without effort.

To overcome the technical challenges of integrating the various partners and vendors MM MerchandisingMedia, the merchandising, music and commerce agency of ProSiebenSat.1 group, worked closely with AB Media Trend Group and CONTENS CMS Technology to ensure a successful integration.

A system of 3 servers in conjunction with level3 Content Delivery Network insures that 7products.de is available to fashion conscious online shoppers twenty-four-seven.

About AB Media Trend Group

The AB Media Trend Group GmbH is specialized in the conception and implementation of modern transaction portals. A further focus is on strategic as well as technological consultancy for organizing (virtual) private shopping clubs.

The Berlin-based AB Media Trend Group GmbH offers a wide array of services directed to suit the needs of media groups. As the lead agency, AB Media was responsible for the full project life-cycle including conceptual design to logistics and fulfillment.

Within the last six months AB Media group GmbH has successfully managed and implemented numerous portals integrations such as: www.sneaker-loft.de, www.7products.de, www.sat1-shop.de, www.prosieben-fanshop.de or

www.kabel1-fanshop.de. Contracts for further portals for the 4th quarter/2009 are in negotiation.

About CONTENS Software GmbH

CONTENS Software GmbH provides content management software (CMS) and social software solutions for companies with sophisticated online communication needs.

Its line of products meets the demands of businesses from small online editors to international companies. With the help of CONTENS' platform-independent CMS products and social software solutions, businesses can realize even extensive online projects within a very short amount of time and without any prior programming knowledge being required.

Several well-known companies rely on the content management products provided by CONTENS, such as Adecco, Böllhoff, Brose, the Concordia Insurance Group, Eli Lilly, the HVB BKK, John Deere, the cantons of Aargau and Freiburg, the Max Planck society, McDonald's Deutschland Inc., manager-lounge, Mövenpick Hotels & Resorts, the Oettinger Imex AG, Ratiopharm, RTL interactive, Schwyzer Kantonalbank, Siemens TS, the city of Biel, T-Mobile and UniCredit Direct Services.

Further information

CONTENS Software GmbH

Alexander Friess
Oettingenstr. 25
80538 Munich | Germany
Phone: +49 (0)89 51 99 69-0
Fax: +49 (0)89 51 99 69-78
E-Mail: friess@contens.de
<http://www.contens.com>

P-Age die Presse-Agentur GmbH

Landshuter Allee 12
81377 Munich | Germany
Phone: +49 (0)89 55 26 88-0
Fax: +49 (0)89 55 26 88-30