

# Product News & Reviews

(continued from page 35)

## Newstex: The Voice of Authoritative Content

FEATURED PRODUCT

Ask Larry Schwartz, president of Newstex, what he was doing last summer, and he'll tell you that he and his team were busy developing a new brand and new products.

First out of the gate is the announcement that Newstex is tagging its aggregated collection of news, commentary, opinion, and video under the new title of "Authoritative Content." The company's new two-word brand validates the notion

that Newstex's content is a trusted source. "We get the content from the experts like Associated Press, Gawker, the McClatchy-Tribune, and the Digital Journal," says Schwartz. "As the web gets more cluttered every day, Newstex cuts through the clutter; we give end users reliable content." Newstex distributors include Amazon Kindle, Thomson Reuters, LexisNexis, and CanWest MediaWorks. Newstex also built a new website along with a selection of ebooks to accompany its Authoritative Content announcement.

"In simplest terms, Authoritative Content is useful, meaningful and respected information published by experts, professionals, industry thought-leaders, knowledgeable individuals, and organizations that people trust," according to *Authoritative Content: Because All Content Is NOT Created Equal*, an ebook by Larry Schwartz and Susan Gunelius. Likewise, content delivery is moving from destination-centric to audience-centric; end users want easy access to a variety of content from a broad range of sources.

And in keeping up with the brand and the times, Newstex also introduced its Authoritative Content Distribution System (CDS) for iPhones. "It's a cool application, a white-label application," says Schwartz. "This lets our distributors and publishers put a private label on their own content for the iPhone and iPod touch," he says. With the iPhone CDS, publishers and distributors can now access several features: distribute their own proprietary content, along with Newstex content; integrate content with any corporate brand, support text, images, audio, and video, including active hyperlinks; enable/disable content and customize the app's look and feel via remote configuration; and access enterprise-grade, back-office reporting, analytics, and accounting.

End users are big iPhone users these days, and distributors and publishers want to provide content to that audience in easily accessible ways, says Schwartz. "The new iPhone app is a new distribution point for them," he says. "Our news is their news."

—Barbara Brynko