



## **NewsKnowledge Launches Edited Headline and Lead News Service**

*NewsKnowledge delivers a compact news service to captivate audiences in elevators, foyers in hotels and business centers, public transport or with internet news tickers.*

Los Angeles, CA, September 07, 2006 --(PR.com)-- NewsKnowledge LLC, a content syndication leader and global news and business information provider, announces the launch of a Headline and Lead News services. This service delivers today's headlines and is suited for LCD displays in elevators and foyers in hotels and business centers, public transport or internet news tickers.

Research has proven that compact news are seen, read, and remembered. Compact news keeps company and topical news top of mind throughout the day, connecting with consumers and the public when and where other vehicles cannot.

Edited Headlines and Leads service are headlines only or with a 40 words lead article from our own online editors. Features of this service:

- \* Real-time, automatically updating news headlines only or with a short one to two sentence lead
- \* Edited by an expert news team at NewsKnowledge
- \* Up-to-date Topic, Company and personalized headlines
- \* Breaking news alerts keep you abreast of the latest fast-breaking stories
- \* Publish proprietary information to your team, customers or visitors
- \* Capture your audience in a fragmented and media-saturated world
- \* Captivate your audience: 96% of elevator and 88% of foyer users watch news
- \* Deliver in a distraction-free environment, research has proven that compact news are seen, read, and remembered

Our service is available as a web-based solution or an on-site solution. Use it to:

- \* Be alerted to news as it happens
- \* Monitor market trends
- \* Spot performance changes
- \* Make smart, fast decisions and transactions
- \* Monitor your competitors
- \* Catch a critical industry change
- \* Implement a strategic public relations plan to rise above a crisis

For more information about NewsKnowledge Edited Headline and Lead service visit:  
[http://www.newsknowledge.com/products/edited\\_headline\\_news.html](http://www.newsknowledge.com/products/edited_headline_news.html)

About NewsKnowledge

NewsKnowledge was founded in 1996 as a spin-off from insign GmbH and NewsIsFree.com as a result



of the immense growth of the multilingual web-monitoring portal NewsIsFree.com. NewsKnowledge GmbH is based in Glattbrugg, Switzerland. We have offices in Switzerland, France and Ukraine. NewsKnowledge is a commercial service that searches and retrieves news headlines from more than 20,000 carefully selected sources from around the world. We offer up to 140,000 breaking news stories a day culled from thousands of the most reliable sources and dynamically links incoming news to valuable company, financial, and industry data. That's why leading companies, such as TNT, Toshiba, Schindler and Sunrise, have turned to us to power their critical business information needs.

NewsKnowledge received the EContent 100 award for Companies that matter most in Content Delivery Industry.

For more information visit: [http://www.newsknowledge.com/about\\_us.html](http://www.newsknowledge.com/about_us.html)

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**Online Version of Press Release:**

You can read the online version of this press release at: <http://www.pr.com/press-release/17047>

**News Image:**

30.06.2006 21:00 **Vessels Collide in Singapore Waters**

A Greek supertanker and a Panama container ship collided in Singapore waters on Thursday night, southeast of St. John's Island. Maritime and Port Authority said the incident did not cause oil pollution or casualties. There was no information on whether the collision disrupted ship movements.

30.06.2006 21:00 **Jemaah Islamiah leader arrested**

Mas Selamat Kastari, the leader of the Jemaah Islamiah terrorism network in Singapore, has been arrested in Singapore. The al-Qaeda-linked group has been implicated in attacks throughout Southeast Asia, including a failed plan to hijack a plane to attack Changi Airport.