



Conecture Technologies' Announces the Upgrade Release of Mediabox-PA for Online Product Approvals and Creative Collaboration

With over forty-five leading customers, including SONY, CAPCOM, MGM, BBC, CBS, King Features, and Paramount, and thousands of their Licensees worldwide, Conecture's newest B2B Software-as-a-Service application (SaaS), Mediabox-PA, has quickly become the industry standard for managing online product approval workflows and collaboration in the Consumer Products Licensing business.

Buford, GA, January 26, 2010 --(PR.com)-- Conecture Technologies' has announced a major upgrade release of their leading Mediabox-PA hosted application for online creative collaboration and workflow management. Mediabox-PA enables Licensors, Agents, and Licensees to initiate, manage and complete product approval designs using 100% paperless workflows. "In 2009, Mediabox-PA experienced triple-digit adoption rates by leading Licensors and their Licensees, because Licensors recognized that leveraging Mediabox applications are essential to maintaining tight control over their Licensing costs without compromising on quality of service with their Licensee clients," says Eric Rennagel, Co-founder and Managing Member of Conecture. "We are honored to be working with licensing industry leaders including BBC, Paramount, WWE and CBS, and see it as further validation of Mediabox-PA's increasing value as a mission-critical, efficiency-enabling software application," Rennagel added.

Mediabox-PA allows Licensees/manufacturers to submit all their product design artwork (digital media) to the Licensor through a centralized online system. Mediabox-PA also allows Licensors to review submitted artwork online, link their comments with each artwork file, and manage the workflow order of projects and submissions between their Licensee-customers and their own staff. Licensees also use the application to log in and review Licensor comments and submit new, revised product designs online. All traffic, milestones, and activity are tracked and reported in real-time enabling Licensors to measure staff performance metrics.

For additional information on Conecture Technologies and its Mediabox hosted applications contact Emilee Cohen or visit their web site at www.mymediabox.com.

About Conecture Technologies, LLC

Conecture Technologies' was founded and is run by executives with prior experience in Consumer Products Licensing and Television Distribution industries. All products are available only as Software-as-a-Service (SaaS), and are pre-configured to work seamlessly for specific industries. The Mediabox-PA application for online creative product approvals workflow and collaboration is the most widely used tool of its kind in the Consumer Products Licensing industry. Mediabox-4.0 is a digital asset management and digital media delivery application for television and film marketing and promotions departments and an online style guide asset and brand/trademark asset management and delivery service in the Consumer Products Licensing industry.

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