

ExpressPR - eBrochure

ExpressPR – A Comprehensive Public Relations Management Suite

ExpressPR is a comprehensive **Public Relations Management System** that allows users to send News and Announcements to newspapers and media electronically, thus making the communication cost effective, efficient and speedy.

News and Feature agencies, Government offices, Government owned agencies, Public Relations Departments of corporate, Political parties Freelance Journalists and many others need to send news, announcements etc to the newspapers and media everyday. These agencies need to interact with newspapers and media in English as well as in regional languages.

In these days of modern communication, use of e-mail and Internet has been on a rise. The fastest and cost effective way of sending such news is by way of e-mail. As far as English newspapers are concerned, it is easily possible to send news articles by e-mail as this involves only one font.

However due to the variety of the fonts being used by various Regional Language newspapers, such material if sent by e-mail was of no use to the newspapers unless they type it again. This is a time consuming task. It was impossible for these newspapers to use the data without retyping. As a result of this, the possibility of the news getting ignored for want of time for typing increases.

PR departments also need to maintain database of e-mail addresses & fax numbers of all the newspapers to be able to send mails and faxes to them periodically. Need often arises that same news has to be sent to various newspapers at a time.

Using **ExpressPR**, such organisations can now send news feeds in the various fonts used by various newspapers. The news is typed in the default font available with the source agency. **ExpressPR** converts the news in the respective font of the newspapers and such converted document is directly e-mailed to the newspaper, which can make use of the news without the need of retyping. All this is done at a single click. **ExpressPR** also makes the task of sending Fax messages easy and convenient. Personalised Fax Messages with the Name and Address of the recipient can be sent from within **ExpressPR** at a click of a button.

ExpressPR is presently effectively implemented at many corporate offices and also in government offices, including the Publicity department of The Government of Maharashtra and Chattisgadh. The news articles from The Director General Information & Public Relations (DGIPR) of the Government of Maharashtra and Chattisgadh are now sent to all the newspapers in the respective states, in their own fonts. These newspapers make use of the news and stories directly without the need for retyping.

ExpressPR is also useful to freelance journalists who can send news items to various newspapers at once, using the database feature available in **ExpressPR**. Publicity Departments of Corporate and Government offices can also use **ExpressPR** effectively. Political Parties and individual politicians can make effective use of **ExpressPR** for keeping in touch with Newspapers, Media as well as individual journalists and other important contacts in the respective constituencies. NGOs can use **ExpressPR** for effectively promoting their work to the media. In fact **ExpressPR** can be used by anyone who desires to reach Newspapers, Media, Journalists, or any other individual or organisation effectively.

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Key Features

- **Only software** available in the market for sending Press releases to hundreds of Newspapers at a time with a single click.
- **Only Software** with Database of Hindi, English and Marathi Newspapers with their e-mail addresses, Fax Numbers and Fonts used by them.
- **Only software** that sends the releases in the respective font being used by the Hindi and Marathi newspapers.
- **Only software** that supports conversion into as many as 50+ Font Formats in Devnagari Script.
- **Only software** with a Database of almost ALL newspapers of ALL the languages of India, with their Fax, E-mail and other details.
- **Only Software** with Comprehensive Database of Web Sites, Web Portals and News Agencies in India and Abroad. The Data can be updated and added by you also.
- **Only software** that drastically cuts down cost of communication and PR by using latest technologies.
- **Only Integrated Software** that helps you to use the same Database for sending releases by E-mail, Fax and Ordinary Mail.
- **Only Software** to send Personalised E-mails with the names of the recipient in the E-Mail.
- **Only Software** to send Personalised Fax Messages with Name, Address of the recipient in the Fax Message, without the need of a cover page.
- **Only Software** to offer Group Faxing with specific Profiles that can be determined by you, the user.
- **Only Software** to offer Group E-mailing with specific Profiles that can be determined by you, the user.

FEATURES

- Comprehensive PR Management System.
- News and Articles can be sent in English, Hindi or Marathi to large number of newspapers as well as other contacts at a time in their own font.
- News and articles can be sent in combinations of Languages. Thus Hindi or Marathi News and articles can contain English words such as E-Mail addresses, Web Sites, Technical Terms etc.
- Archive of News and Articles sent can be maintained.
- Database of Newspapers, their e-mail addresses and fonts used by them is stored in system.
- News can be sent to all addresses in database or selectively as user groups.
- Comprehensive search feature included.
- News and Articles are sent as RTF documents as well as in HTML format so that it could be read with ease in any web browser.
- Sending stories to popular web sites is now possible.
- Multi User Module available
- Font Conversion Facility is built-in feature
- All news articles of the day can be sent as a single mail or multiple mail for each article.
- Built-in Mail Client allows user to send e-mail without need of any third party e-mail client like Outlook Express etc. An independent Outbox is provided as part of ExpressPR.
- Five popular keyboards such as English Phonetic, Phonetic 86, Phonetic 88, Typewriter and DOE are provided as a part of ExpressPR.
- Apart from this any keyboard supported by any external software such as Akruti, C-DAC and Shree Lipi can be used.
- Documents, News and Articles can be typed in Millennium Series fonts using the above mentioned keyboards. Any other proprietary fonts can be used if third party external software is used for typing.
- 100 % indigenous product developed to suit the needs of PR Agencies, Government Departments, Political Parties and Corporate PR Departments.
- Can be customised and upgraded to any extent.

Technical Specifications

Name of Software	: ExpressPR 4.0 - Professional.
Release Version	: 4.0.0
Date of Release	: 15 th August 2005
No. of Formats	: 55 Popular Devnagari Fonts.

Names of Font Formats in which the News can be sent through ExpressPR

Ajay Normal (C-DAC ISFOC/AllType)	AkLite (Akruti)
AkrutiDev (Akruti)	AkrutiGaneshDev (Akruti)
AkrutiOffice (Akruti)	Aman, Ankit, Agra (Moser Database)
Amar Ujala	APS-DV (VSOFT)
APS-EML-DV (VSOFT)	Bhartiya Hindi
Bhaskar	Chanakya (Summit/Indica)
DVB-TT (C-DAC)	DVBW-TT (C-DAC)
DVONIL (Sulipi)	DV-TT (C-DAC)
Gul	ILDV (CyberShoppee/IL Infotech)
ILDVW-Web Series (Cybershoppee)	ISCII
ITR-ATM	ITRFK-Dev (ITR/Modular/Shree Lipi)
ITR-TTF	Jagran
Kautilya (WordStream)	Kiran, Amruta, Aarti Fonts
Kruti Dev Series (More Services)	LangscapeDev (Freedom/Akruti)
LokWeb (Loksatta Old Internet Edition)	LscapeRegDev (Freedom/Akruti)
Maha (Maharashtra Times)	Millennium (CyberShoppee/IL Infotech)
Mithi	Naidunia (Naidunia/Webdunia)
Narad	Sahara India
Sanskrit	Shivaji, Shusha (BharatBhasha)
SHREE708 (ShreeLipi-ATM-Version 2.0/3.0)	SHREE709 (ShreeLipi-ATM)
SHREE709 (ShreeLipi-ATM-Version 2.0/3.0)	SHREE714 (ShreeLipi-ATM)
SHREE733 (ShreeLipi-ATM-Version 2.0/3.0)	Shree-Dev (ShreeLipi-TTF-Version 5.0/Ankur)
ShreeDev Series (ShreeLipi-TTF-Version 3.0)	SUBAK (Sakal News Paper)
Sudipto (Maharashtra Times)	Umesh Fonts
UNI Fonts	UNICODE Fonts (Mangal, Arial Unicode MS)
Xdvng	Yogeshweb
NCHindi	Express
Dv Divyae	

Note: If you have any other formats that do not appear in this list and you feel should be included in this software, please let us know. Also send us the TTF file & a DOC file containing text composed in the related font.

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Comparison between Normal Group E-Mail Software and ExpressPR

ExpressPR	Normal Group E-Mail Software
ExpressPR is a comprehensive solution for Fax and E-mail combined into one.	An E-Mail software can not be used for sending Faxes.
Personalised E-mail can be sent with Name, Address of the recipient included inside the E-mail Message. Personalisation helps in reaching the E-mail to the right person in the Newspaper office.	Personalisation is restricted to E-Mail Address only. Department, Address can not be included.
Press Releases in Hindi are sent in Respective Fonts of the Newspapers. Thus they have to just copy-paste these into their software. No retyping and checking is needed. Since the Press Release is available in the font used by the newspaper, the probability of publishing the news is increased as the composing time is taken care of.	The conversion feature is NOT available in any such software. Thus the E-Mail will be sent in the font in which you type the Press Release. If the recipient doesn't have the fonts, he won't be able to read the E-mail. The Newspapers will have to type and check the contents again, for inclusion in the copy.
'Groups' and 'Profiles' feature help you in creating Profiles of Recipients based on certain criteria. The Profiles can be set up extensively.	Profile facility is not available. Although Groups can be defined, there is a limitation on the levels and flexibility on groups.
Each Mail is sent to the specific Recipient, although it is sent to a number of people in the Profile at a time. In the address field, only one Recipient is seen. CCs or BCCs are not sent.	In most of the cases, the Group Mails are sent as CCs or BCCs. Thus there is a risk of mails being bouncing back from certain servers who consider these to be Spams.
The chance of the Recipient opening the E-Mail are more as he gets the mail addressed to him and feels more secure than opening a mail which is addressed to a number of people as CC or BCC.	In most of the cases, Recipient ignores the mails that are received as CCs or BCCs. In many cases, the Recipient Mail Server itself rejects the mails as Spam.
Extensive Database of Newspapers, Channels and Web sites, with their E-mail Address, Contact Persons, Fax, Address etc., is included in the package. You can edit the database if required.	Such database needs to be generated by you.

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Comparison between Normal Fax Software and ExpressPR

ExpressPR	Normal Fax Software
ExpressPR is a comprehensive solution for Fax and E-mail combined into one. It uses the Windows internal resources and does not need any additional Fax Software like WinFax etc.	Fax Driver Software allows you to send Faxes only. For sending E-mail, you need to buy and use another software. This costs you double the money. Moreover you do not get the 'Group' and 'Profile within Group' facility that is offered by ExpressPR.
Personalised Fax can be sent with Name, Address of the recipient printed inside the Fax Message, thus cover page is not required. Personalisation helps in reaching the Fax to the right person in the Newspaper office.	Personalisation is not possible. In some costly software, Name, Address can be possible on cover page only. Thus wastage of 1 extra sheet of paper and also extra transmission time. This results in added cost.
Database of Newspapers and journalists is stored in Groups and Profiles thus it is possible to send a Fax to a few people from the group selectively. Thus in the group if there are 100 people and you wish to send the Fax to only a limited few, you don't have to select the recipients manually every time.	In such cases, you need to select the recipients manually every time, thus losing precious time.
With Profiles, the Faxing job is more Accurate and Fast.	There can be mistakes while selecting contacts for Sending Fax.
The News and Press Release is stored in database for archival and can be retrieved later by keywords. This helps in building a powerful library of old releases and this can be used for many purposes.	The Press release is often in a separate file and is not stored in any archival system. Thus you do not have access to these by keyword search.
The Press Release contents once typed can be used for Fax, E-mail or for Physical Delivery during Press Conference.	The Press Release can be used only for Fax purpose. For sending the mail, you have to use other software and also will have to type the contents again.
Makes use of internal resources of Windows, thus helping in control of cost.	You need to use multiple components. A Fax server, A Fax Driver, A Database organiser and a Mail Client, to achieve the end result output offered by ExpressPR.
Excellent Value for Money if you want to use the features and benefits derived from latest technology.	Value for Money only if you are happy with Plain Group Faxing without any advanced features.
Fully supported product with online and telephonic help since you are buying an Indian Product.	In most of the cases, these software are of the shareware category or are pirated copies. Thus support is restricted to what you get in the User Manual only.

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