



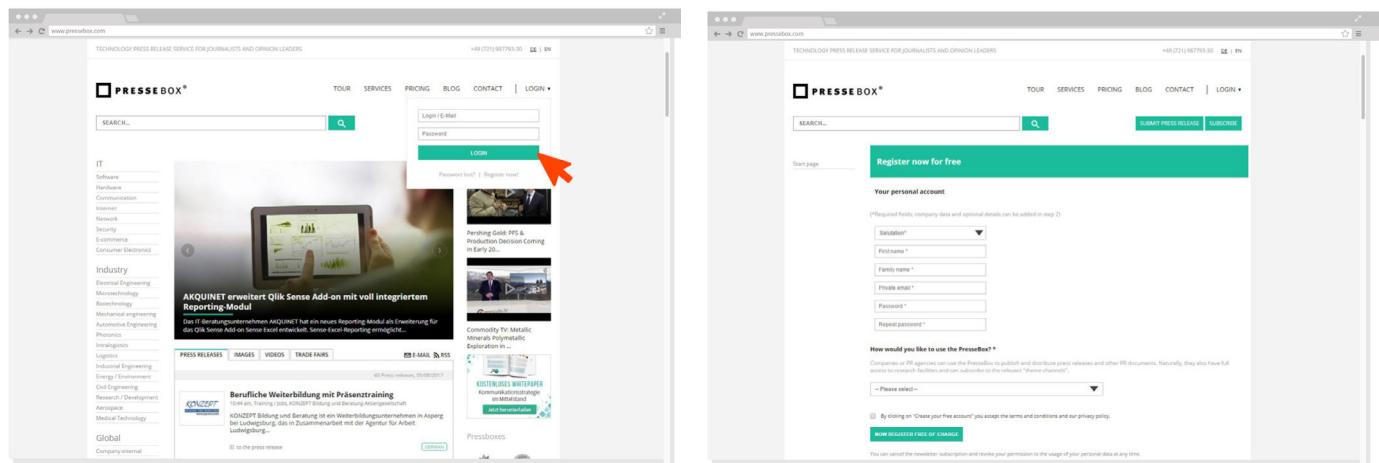
FIRST STEPS

WELCOME TO PRESSEBOX

1. REGISTRATION – YOUR PERSONAL ACCOUNT AT PRESSEBOX

Log in anytime or register yourself

You can log in to your press box or create new accounts via the homepage www.PresseBox.com.



For unlimited usage of your personal account with PresseBox, it is important that you:

-  Register with a personal account (using email)
-  Create a digital press box for your company
-  Fill your digital press box with content

You can find the log-in information for your account in our welcome email. Use the information to log in and create a personal account with your email address. As a customer, you will receive a personalized account from your sales advisor.

PRESSEBOX INFORMATION:

Multi-client capability

Do you have several members of staff who manage data and create notices?

Not a problem. You decide who has access to your MyBox.

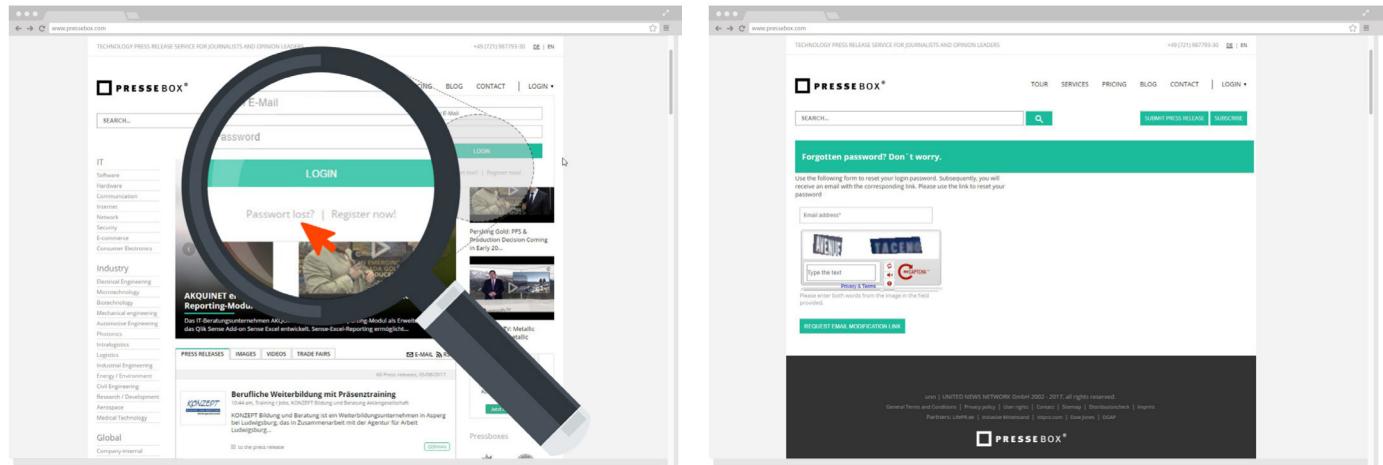
You can also administer multiple press boxes for different companies or subsidiaries with your personalized account. By registering at PresseBox.com, you can create all accounts yourself. Or contact our customer support with your specific requirements:

 service@pressebox.de

 +49 (0) 721 98 77 93 17

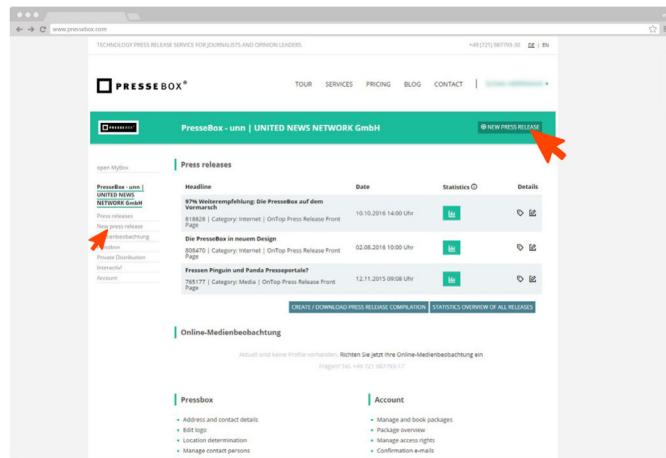
2. FORGOTTEN PASSWORD

In case you have forgotten your password, please select “**Password lost?**” in the log-in area. After submitting the form, you will receive an email that allows you to generate a new password.



3. CREATE A PRESS NOTICE: EASY GOING IN THREE STEPS

To create a press notice, please select “**New press release**” in your MyBox.



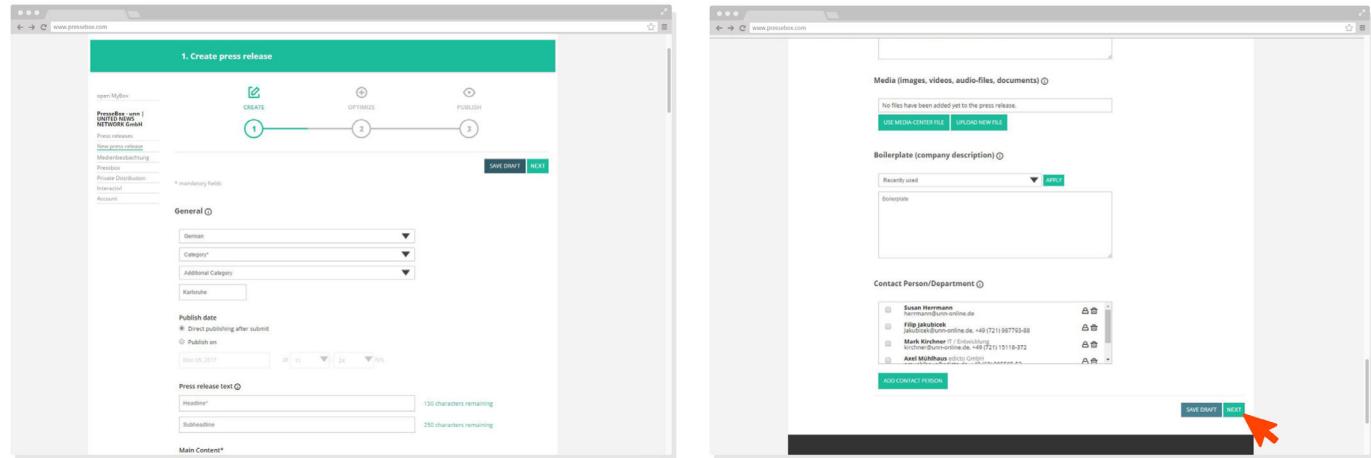
PRESSEBOX-TIP:

Free upload service

Don't have time to upload press notices yourself?

Just send your notices to presse@pressebox.de and we will take care of the publication, including all attachments.

3.1 UPLOAD NOTICES



The screenshots illustrate the 'Create press release' workflow. The first step involves selecting a category (e.g., German, Company, Additional Category), choosing a publisher location, setting a publish date (May 05, 2017), and entering the main content. The second step focuses on adding media files (images, videos, audio-files, documents) from the Media Center or uploading new files. It also includes a section for Boilerplate (company description) and Contact Person/Department, where previously saved contacts can be selected or edited.

Category selection

Assign your press notice a category. If desired, you can select an additional category.

Publisher location

Your saved location is shown next to the date at the beginning of your press notice.

Date and time (pre-dated also possible)

Schedule the date and time when the press notice should be published. By default, the current date and time is selected.

Title of the press notice

The title should be short and concise to arouse the reader's curiosity. The title is therefore limited to 150 characters.

Subheading

The subheading supports the title by describing the content of the press notice in a few extra words.

Main body

The content of the press notice can be entered directly or copied into the text box.

Media

Files that have been previously saved in your Media Center can be selected or you can upload new files to the Media Center that will be displayed in the body text of the notice.

Boilerplate (Short company description/profile)

You can work with previously saved boilerplates – simply select them or, if necessary, edit them or create new ones.

Contact person

Select previously saved contact persons for the press notice or enter new contact persons.

PRESSEBOX-TIPS:

Don't have enough time to upload press notices yourself?

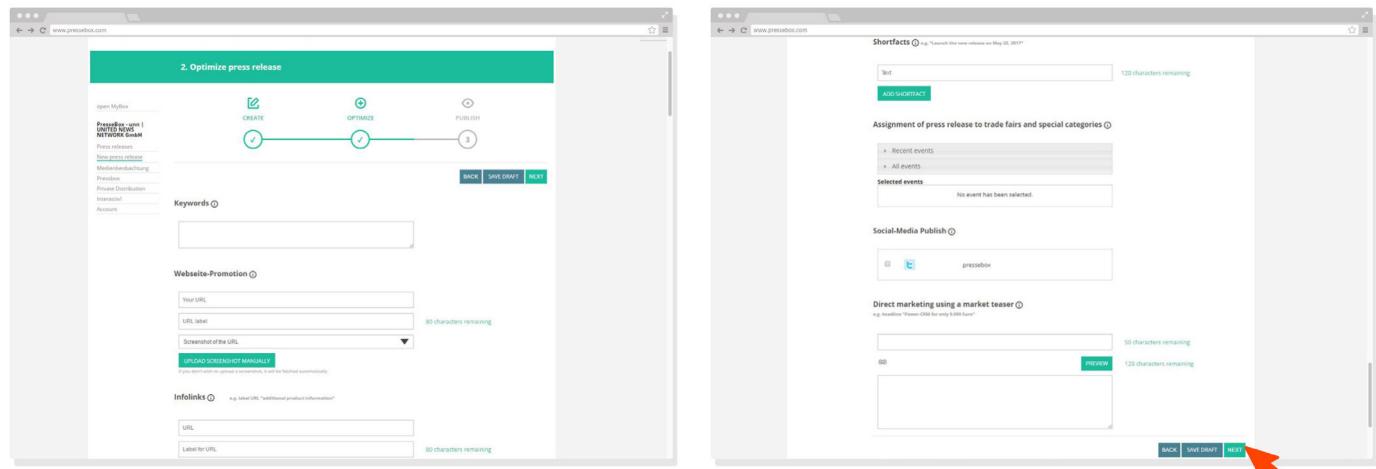
Upload service

Upload the press notice as a copyable PDF or as a Word file and we will take care of everything else!

Embedded Links

Link individual words in the body text of your notice with a hyperlink (e.g., to your website). Simply select the word(s), click on the chain symbol and save the desired URL.

3.2 OPTIMIZING NOTICES: INTEGRATED DIRECT MARKETING



Keywords

Optimize your notice for search engines with selected keywords. Our recommendation: enter up to 10 (max. 20) keywords separated by commas. Our overview shows suggestions that you can edit, delete or supplement as desired. If you do not save any keywords, the PresseBox system will automatically generate suitable keywords for your notice.

Website promotion

Prominent display of a screenshot of your website under every press notice with a link to your website or in the interactive iFrame.

Info links

Complement your notice with relevant links to further information (i.e., homepage, product information, partners, etc.). These links are shown in an overview directly next to your notice.

Short facts (Twitter optimized)

Short facts of your notice for journalists and readers. The short facts make it even easier to take in information and improve the ranking of your notice in search engines. A maximum of four short facts can be saved for each notice. Due to their length (maximum 120 characters), short facts are ideal for publication on Twitter.

Trade fairs and special categories

Assign your press notice to a maximum of three relevant events (e.g., trade fairs) and thus generate additional attention for your notice. The notice appears in PresseBox search results with an event eye-catcher as well as through the event search as a notice on the event.

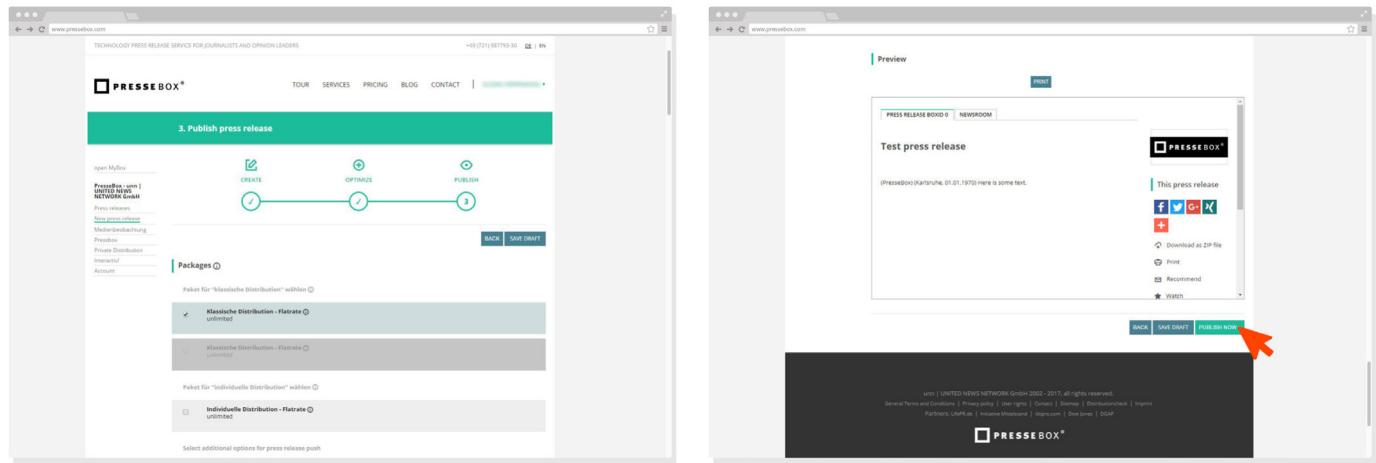
Social media integration

Save your social media account information and decide which of your accounts should automatically publish new notices. You can manage Twitter and Facebook accounts in the interactive area of your press box.

Direct marketing with marketing teaser

Promotional summary (max. 120 characters in the main body) of your press notice that directly addresses the end customer. Your marketing teaser is shown prominently next to your press notice. The successful combination of classic press work paired with direct marketing ensures increased perception of your notice and supports the position of your notice in search engines.

3.3 PUBLISH NOTICES



In the final step before publication, choose your solution and confirm everything in a preview. If necessary, you can make corrections or alternatively just publish the press notice.

Click on “**Publish now**” to publish your press notice.

If the date of publication for your notice is in the future, it will be published at the specified point in time.

OUR SERVICES AT A GLANCE

Find detailed information on our services at www.pressebox.de/info/services/?lang=en. Our PresseBox support is available anytime at +49 721 987793 17.

SERVICES

PresseBox is the leading press service with a clear focus on technology topics. We are your professional partner for successful corporate communications. Our services in detail:

1 CREATE

PERSONAL ADVICE

Support on all questions regarding PresseBox and your press work.

NO LIMITS

Text length and number of images and attachments are unlimited for every report.

PERFECT KEYWORDS

SEO-optimized keyword suggestions for every report.



FLEXIBILITY

Text creation and translations can be added on if desired at any time.



FLEXIBLE TEXT FORMATTING

Whether bold fonts, lists or hyperlinks – you are free to format your texts as desired.



VIDEO BOOST

Use videos from YouTube and Vimeo directly and without surcharge for your reports.

2 PUBLISH

SPECIALIZED JOURNALISTS, EDITORS, MEDIA

Distribution of your reports to over 6,000 media, 16,000 journalists, and 16,000 B2B decision makers in Germany, Austria and Switzerland.

SEO

Top placement of your reports in Google, Bing, Yahoo and so on.

WEBSITE PROMOTION

Present your company's website as a screenshot with links to your reports.

YOUR OWN PRESS BOX

Set up a press box for your reports, social media files, social media accounts, contact details and so on.

GOOGLE NEWS

Publication of your reports via Google News.



SOCIAL MEDIA PUSH

Publication of your reports on Facebook, Twitter and so on.



PREMIUM NETWORK

Exclusive display of your reports in up to 29 online journals.



NOTICES ON YOUR WEBSITE

Automatic display of your reports on your own website.



UPLOAD SERVICE

Simply send us your reports by email, and we will take care of publication for you.

3 EVALUATE

REAL TIME CLICK STATISTICS

Accesses to your reports incl. benchmark comparison.



DIGITAL PRESS PORTFOLIO

Automated summary of all reports in one PDF file.



unn | UNITED NEWS NETWORK GmbH

Lorenzstraße 29

D-76135 Karlsruhe

Phone: +49 721 987793-30

Fax: +49 721 987793-11

E-Mail: service@pressebox.de

Web: www.pressebox.com

Trade Register: Register Court Mannheim (HRB 110836)

VAT-Nr.: DE 213372792

General Manager: Rainer Kölmel