

New version of the highly scalable media portal is available

CELUM announces new release of CELUM Portals

Linz, March 13, 2017 – CELUM has completely reinvented CELUM Portals: the back-end of Release 2.0 is adapted to the existing CELUM product portfolio much more cohesively, meaning that maximum integration and synergy will be possible in the future.

What does release 2.0 mean for CELUM customers and users?

Better Performance:

- **Faster Access:** Release 2.0 increases the performance of CELUM Portals. The number of users that can access the solution at the same time has doubled. The response time when several clients are accessing it has increased by around 80 - 100 percent, meaning that users trying to gain access at the same time can now receive information at almost double the previous speed.
- **Faster Downloads:** The CELUM Portals download service has been completely redesigned. Users can now access and download desired data more quickly and easily. A cache system ensures that data that has already been downloaded will be immediately available.
- **Ready for Use:** Vert.x is used in Release 2.0: This reactive user framework makes it easier to install and configure CELUM Portals. Vert.x also increases the solution's overall scalability.

Increased Stability:

- **Completely detachable:** The new Release 2.0 makes it possible to install the download service more easily, and to run it separately from CELUM Portals, using cloud infrastructure.
- **A company can now, for example, operate their web server and user interface in Europe, and offer the download service in the cloud on all other continents.** CELUM Portals makes all the data necessary for the download available. The user is offered optimal user experience when browsing and downloading, which is especially reflected in fast download times.
- **Faster Development:** The technology is now adapted to the other CELUM solutions. This degree of reusability means that developments can be made more quickly.

More Support:

- Accessible on all devices: The responsive design ensures that users have the best user experience, whether they're accessing CELUM Portals from their mobile, tablet or desktop.
- Supporting New OS: As CELUM Portals Release 2.0 now supports the newest version of Red Hat Enterprise Linux (Version 7) and has expanded previous operating system support to include Windows OS, it is now even easier for users to operate Portals in their usual IT landscape.

What hasn't changed in CELUM Portals:

- The simple and intuitive user interface
- Out of the box set-up as a press, retailer or brand portal
- Individual interface for different target groups and content thanks to multi-skin branding
- Seamless integration into Web CMS or e-Commerce front-ends
- A highly scalable solution that can be made available offline using your own infrastructure.

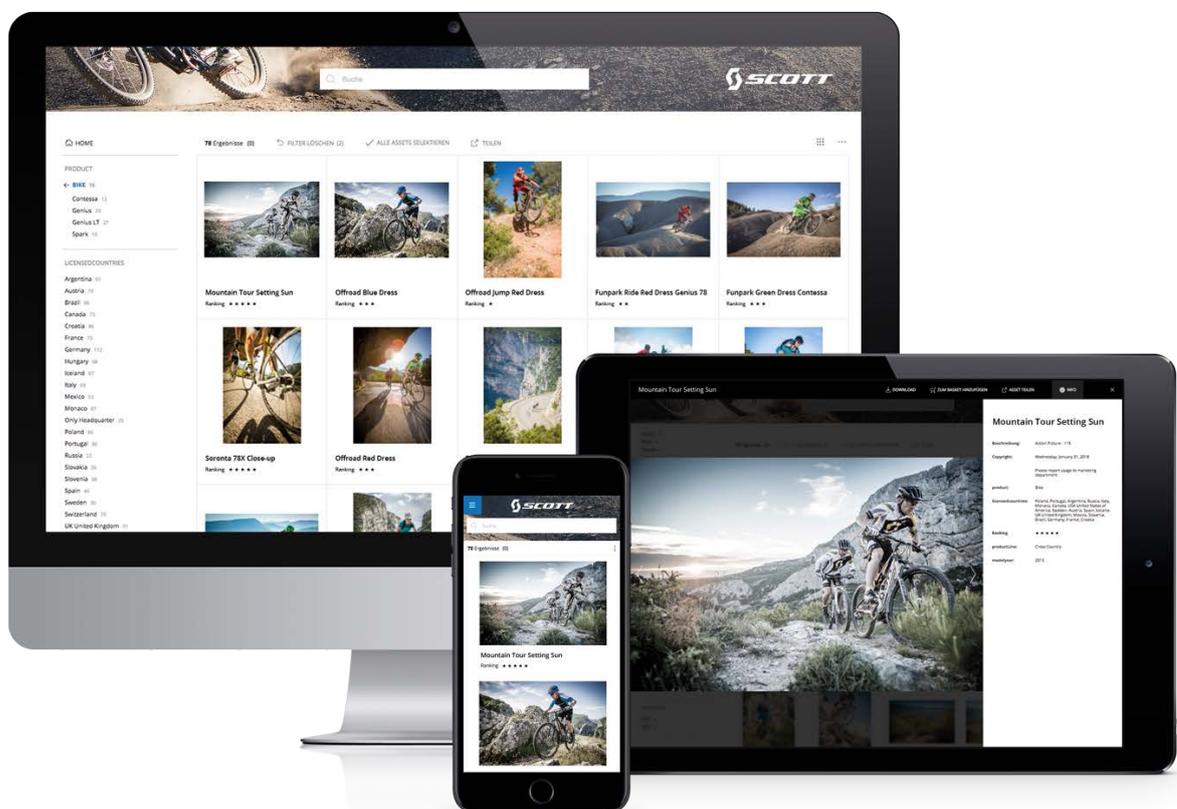


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Further Informationen:

www.celum.com

About CELUM:

CELUM is a globally leading developer of marketing software for Digital Asset Management and Marketing Content Management. CELUM software products already boast over 700,000 users in over 800 companies in 35 countries. This includes names such as 3M, CLAAS, Dior, Do & Co, Hochtief, MAN, Shiseido, Silhouette, T-Mobile, Toshiba, Toyota, voestalpine.

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