

VMS CEO to address European Summit in Barcelona.

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VMS, a provider of integrated media intelligence solutions, recently unveiled the latest module of its next generation InSight platform - the web-based media monitoring and management solution - at the 2nd European Summit on Measurement at the Hotel Melia Barcelona.

The Summit is being coordinated by the International Association for Measurement and Evaluation of Communication (AMEC) -- the global trade body and professional institute for agencies and practitioners who provide media evaluation and communication research, according to the Company.

Peter Wengryn, CEO of VMS, will be addressing the Association members during the Summit on the broad topic of media measurement and analysis. Angie Jeffrey, VP of Integrated Media Intelligence at VMS, will also be participating in a panel describing how VMS and is supporting a global company with its array of offerings driven by its measurement solutions.

The Company said this latest release of VMS InSight platform provides users with data mining and visualization tools, and enhanced content search features, that will ensure they can manage, analyze, and understand data from all media types VMS delivers - television, radio, Internet, web print, social media and web video -- in near-real time.

"The proliferation of new media in concert with traditional media can result in millions of mentions in the news for some companies - certainly when they are in a crisis," noted Wengryn. "With the state-of-the-art services we are delivering in this release of InSight, users will be able to sort through mountains of data in seconds across all media, and, using our tools, identify what is important and relevant to them."

"At VMS, we are committed to building the most comprehensive media intelligence solutions for our clients, leveraging the best software technology available, all delivered at an affordable price," concluded Wengryn.

VMS is a provider of integrated media intelligence solutions that bring together news and advertising monitoring across all media - internet, social media, blogs, broadcast, radio, print, and outdoor.

VMS supplies public relations firms, advertising agencies and marketers worldwide with editorial and ad retrieval, management and analysis solutions, including a broad spectrum of advertising and public relations measurement and tracking tools.

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