VMS Launches New Corporate Web Site

VMS, the worldwide leader in integrated media intelligence solutions -- in its ongoing focus on providing only the highest level of service and support to its clients and prospects -- today unveiled its newly designed corporate website (www.vmsinfo.com).

"Our goal was to enhance the experience of people who were visiting our site," noted Peter Wengryn, CEO of VMS, "and make it easier for them to find the VMS products or services that can help them solve their specific business challenges."

The new VMS site is simple to navigate, and has been designed with users – and their complex needs – in mind. Visitors can choose to peruse the site based on their organizational role, and examine the VMS solutions developed to address those users.

Visitors can also select a broader category – PR Solutions for example – and review the myriad media intelligence solutions VMS offers to serve all facets of the public relations communications cycle.

People can also evaluate the comprehensiveness of VMS content, the unique quality of VMS data, and the value of our industry-leading software -- with AdSight and AdSight Max – in the Ad Solutions section. Finally, people can choose to review the VMS solutions that address certain vertical markets.

The site contains four new videos. The corporate video focuses on VMS as an end-to-end solutions provider in the media intelligence marketplace and demonstrates VMS' technology and innovation leadership position. The Vantage, InSight and AdSight videos provide overviews of VMS' integrated media intelligence products.

There is one section of the site dedicated to the strategic partnership between Autonomy and VMS, and the exciting advancements in technology in VMS products resulting from it including word clouds, heat maps, and spectrographs…all built on the foundation of conceptual search.

This unique capability allows users to search a large volume of data using keywords, but get results that will include the ideas or "concepts" that are represented or related to that keyword.

Conceptual searching is important because critical, relevant data might be missed in a standard keyword search and because related concepts can offer insights to a user that can provide them a better understanding about the discussion across the media about or related to their product, service, company or competitor.

"Today, social media is like a virtual focus group," continued Wengryn. "But the amount of data that can be generated by social media chatter can be overwhelming, and mining that data near impossible. Using conceptual search, companies can easily uncover consumer sentiment, highlight emerging trends, and quickly focus in on key issues they might not have been aware of otherwise."

"Our legacy, for more than 30 years has been on delivering high quality, innovative solutions supported with unmatched customer service," concluded Wengryn. "Our new website highlights this continued commitment to our customers."

About VMS

VMS is the world leader for integrated media intelligence solutions that bring together news and advertising monitoring across all media – internet, social media, blogs, broadcast, radio, print, and outdoor. VMS recently launched the first-ever integrated platform, Vantage, which enables communicators to see the affects of PR on advertising, and vice versa, for their organizations and competitors, complete with correlations to business outcomes.

VMS provides public relations firms, advertising agencies and marketers worldwide with the most comprehensive, cutting-edge editorial and ad retrieval, management and analysis solutions, including a broad spectrum of industry-leading advertising and public relations measurement and tracking tools. VMS recently entered into a strategic partnership with world-class software provider Autonomy to take advantage of state-of-the-art meaning-based computing to enhance their search capabilities.

VMS has the most powerful web-based media tracking and management platform. Through its InSight platform, users can quickly and easily search, compile and analyze media coverage across all media as well as allow users to perform all their day-to-day PR activities. InSight provides essential measurement data including audience totals, demographics, tonality and media values.

VMS provides access to the largest continually updated advertising database in the world with over six million ads and commercials through the market leading AdSight platform. The competitive advertising intelligence VMS provides includes U.S. and international creative content as well as domestic spending and occurrence data from Nielsen for the top 100 U.S. television markets.

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