

Intranet Anywhere Puts You In Touch With Your Staff

Visual Planet Pioneers New 'Intranet Broadcast' System

Underused intranets could become things of the past thanks to a new 'Intranet Broadcast' system pioneered by Cambridge-based Visual Planet. The system is designed to maximise the value in expensive corporate intranets by exporting existing intranet content out of the computer and into the workplace.

Using a range of visual displays, including large interactive touch screens incorporated into key location points in a factory or office, allows staff to access a corporate intranet in communal areas such as staff rooms or canteens. The system relies on internet-based content management technology, allowing multiple channels of information to be displayed and updated remotely by key stakeholders throughout the day.

The Intranet Broadcast system makes a corporate intranet more relevant to a greater number of staff, who can touch the interactive screens to access more information of subjects of interest to them. Dynamic, internet based content allows news feeds and travel information to be displayed alongside the latest sales initiatives and canteen lunch menu.

'Corporations can now use RSS news feeds, bulletin boards and even digital TV to add value to existing intranet systems,' says Mike Cole, Commercial Director at Visual Planet. 'The Intranet Broadcast system presents information in a new way, widening the user base and adding a social element not found in a computer system'.

Web Consultant Paul Smith, who specialises in corporate intranets, believes that the new system will change the way intranets are used:

'Intranets play a vital role in delivering information to employees but have their limitations, particularly in getting staff to actually make the effort to access the data. The Intranet Broadcast system removes the needs for endless email campaigns on new updates - the information is instantly available for all to see.'

Tim Elcock, an experienced print and new media designer, said that the live content adds 'stickiness' - new, fresh information that encourages users to return - and that it offers new opportunities for designers:

'The technology uses dynamic content in an innovative way, offering new ways of communicating a corporate message to staff who may hear it every day. For HR and marketing professionals, the possibilities are endless - these systems could be used for booking time off, signing up to corporate events, even training'

Visual Planet Brochures:

Visit our free [Brochure Download](#) page

For all General Enquiries:

Visit our [Enquiry Form](#) page

For press information, please contact:

Beverley Grigor/Rachel Holdsworth, Holdsworth Associates

Telephone: 01954 202789

E-mail: rachel@holdsworth-associates.co.uk.