

Conecture Technologies' Announces the Addition of a Creative Markups tool to their Online Product Approvals Software – Mediabox-PA.

*The addition of Conecture's new markup tool allows Licensors to more specifically highlight design changes; particularly with the placement or removal of design elements. With over forty-five leading customers, including Paramount, BBC, CBS, King Features, CAPCOM and The Joester-Loria Group, and thousands of their Licensees worldwide, Conecture's Software-as-a-Service application (SaaS), **Mediabox-PA**, has quickly become the industry standard for managing online product approval workflows and collaboration in the Consumer Products Licensing business.*

Buford, GA, May 26,2010 --(PR.com)-- Conecture Technologies' has announced the addition of a creative markup tool to their leading hosted application, **Mediabox-PA** for online creative collaboration and workflow management. The system, (which currently allows Licensors to review submitted artwork online and link their comments with each artwork file), will now also allow Licensor/Reviewers to link any comment directly to a "marked up" location on the preview image. This will enable Licensees to see the spacial placement of design elements on product design or packaging for a visual reference of what the Licensor is looking for. "I think our long-standing policy of listening to Licensor, Agent and Licensee functionality requests and delivering on them keeps Mediabox-PA current, relevant and somewhat personalized. Online markups is the most recent example of the collaborative role our users contribute to Mediabox's' evolution," says Eric Rennagel, Co-founder and Managing Member of Conecture.

Mediabox-PA allows Licensees/manufacturers to submit all their product design artwork (digital media) to the Licensor through a centralized online system. **Mediabox-PA** also allows Licensors to review submitted artwork online, link their comments with each artwork file add markups to each image, and manage the workflow order of projects and submissions between their Licensee-customers and their own staff. Licensees also use the application to log in and review Licensor comments and submit new, revised product designs online. All traffic, milestones, and activity are tracked and reported in real-time enabling Licensors to measure staff performance metrics.

For additional information on Conecture Technologies and its Mediabox hosted applications contact Emilee Cohen (emilee@mymediabox.com) or visit our web site at www.mymediabox.com.

About Conecture Technologies, LLC

Conecture Technologies' was founded and is run by executives with prior experience in Consumer Products Licensing and Television Distribution industries. All products are available only as Software-as-a-Service (SaaS), and are pre-configured to work seamlessly for specific industries. The **Mediabox-PA** application for online creative product approvals workflow and collaboration is the most widely used tool of its kind in the Consumer Products Licensing industry. **Mediabox-4.0** is a digital asset management and digital media delivery application for television and film marketing and promotions departments and an online style guide asset and brand/trademark asset management and delivery service in the Consumer Products Licensing industry.

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