

## **Value Press releases iPhone application “VPush!” for registered “ValuePress!” users**

Value Press Ltd. releases “VPush!”, an iPhone app for measuring impact of your press release, for registered users in “ValuePress!”, on-line press release (PR) service”. This app allows you to easily contact other “ValuePress!” users and check messages when you are out of the office, the perfect specialized tool for busy PR representatives.

You can access all the features in ValuePress! from mobile platform (previously restricted to PC only), measure impact of your PR (number of accesses, viewers, and published articles based on your PR, etc.). In addition, you can handle media inquiries and help desk issues with “My Agent” function in “VPush!”.

By analyzing the PR-impact, users can improve the timing and direction of their next PR-distribution.

In “My Agent” as mentioned above, you can check messages about progression of the release’s draft and the media contact status, and communicate with ValuePress staffs for asking questions, and for consulting about your next PR-distribution.

Additional recommendable function is the “Push notification”, which enables you to get the newest information. When new information such as, draft submissions, media selections, and media contact reports, are coming, this “Push notification” alert you not to miss them. (You can turn off the “Push notification”, if it is unnecessary).

You can check the contents on the app, even without PC and even when you are out of the office.

App’s design is quite simple, package is in the smallest possible, and functions such as, “My Agent”, “Push notifications” are easily-understandable. We are now the only company that provides PR-services with useful app “Vpush!” and free information about your PR’s impact in Japan. We, Value Press, is taking the lead in mobile usability improvement of your PR-service.

After conducting a survey with 100 “ValuePress!” users, we found that nearly half of the respondents check PR’s impact on the day or the next day of publication. This is because more and more publications are used into article on the day of publication, so this app meets the PR representative’s demand to measure the impact of their PR in real-time.

In addition, 85% of respondents are also in charge of advertising and 87% use a mobile device in their work-place, and “VPush!” enables you to access PR information from mobile device. So we assume that this app will be a great assistance-tool for these busy PR representatives

*“Public relations have not penetrated into Japanese companies. Full time public relations activity are done in less than 10 percent of Japanese companies in our recent survey”, says Tsuchiya, CEO of Value Press Ltd.*

*“Many PR-representatives are too busy to take enough time for PR activity.*

*On the other hand, the need for distributing information is increasing for companies, so it is more and more important for PR-representatives to keep information-transparency and openness.*

*We have developed this app so that more companies will be able to distribute information in their spare time.”*

Value Press seeks to get feedback and improve this app “VPush!”, and aim for 1,000 downloads by the 1st quarter of 2015, and the release of Android version within 2014.

### **About Value Press**

“ValuePress!” marked the 11<sup>th</sup> year in 2014 since establishing itself as a strategic PR company, that provides PR distribution service for both companies and individuals.

Providing PR service through 4,500 media, 6,000 media partners, and 90 collaborative websites, Value Press is serving 33,240 companies (as of November 17<sup>th</sup> 2014).

Read more at <http://www.value-press.com>

### **Want more information? Please contact us:**

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