



## **TECHWIRE INTERNATIONAL INC.**

*Global Media Relations for the Electronics Industry*

### **WHAT WE DO**

Press Release Translation/Localization/Distribution  
Feature Article/Contributed Manuscript Editorial Placements  
Press Conferences/Media Briefings/Executive Interviews

### **WHO WE ARE**

TechWire is a media relations firm serving the worldwide electronics industry. Our team of industry professionals bring decades of public relations and trade publishing experience to every project. TechWire helps industry innovators get their message to market efficiently and effectively all around the world.

Thanks to our industry experience, clients enjoy coverage across leading media outlets. TechWire press releases, new product announcements, and feature articles are seen globally in both print and online media. TechWire's exclusive database of international media contacts allows us to present our clients to a broad industry audience.

At TechWire, we maneuver through language barriers with ease. Our translation team of industry veterans "speak geek" in 28 local languages. This means TechWire delivers your message, in the specialized language of the electronics industry, to editorial contacts within media outlets worldwide.

TechWire clients are found in the semiconductor, electronic component, embedded systems, wireless and RF, test and measurement, and other industries.

## HERE'S HOW WE DO IT

At TechWire, we provide media relations with global reach for firms in the electronics industry. We take our clients to market with feature editorial coverage and new product or technology announcements by partnering with local language trade press all around the world. Our clients tell us that we build brand awareness and help position them as technology innovators and industry authorities.

- **Press Release Translation/Localization/Distribution**

Submit a press release or new product/service announcement with images, logos, videos, or other rich media and we do the rest. With distribution to TechWire's exclusive global media database, your press release is seen by a broad industry audience. Each year TechWire dispatches over 250 client press releases. To increase media coverage 3x (TechWire Study/2012), translate your press release to any of 28 local languages and distribute it around the globe.

- **Feature Article/Contributed Manuscript Editorial Placement**

TechWire's global network of Media Relations Associates promote your manuscript to print and online media outlets. By keeping abreast of editorial opportunities and securing media interviews, TechWire delivers your message to the widest possible audience. A single manuscript can earn 2, 3, 4 or more media placements by repurposing it across several geographic markets. This turn-key approach allows our clients to reap the benefits of global media exposure with local focus. Each year, TechWire's network of Media Relations Associates place over 300 manuscripts in print and online industry media. Visit [www.ezwire.com](http://www.ezwire.com) to meet them.

- **Press Conferences/Media Briefing Events/Executive Interviews**

TechWire offers you the opportunity to present new products, services, and other news to global media outlets with live Press Conferences/Media Briefings. Press Conference/Media Briefing topics may include:

- New Product Announcements
- Technology Advancements
- Facilities Openings/Upgrades
- Executive Interviews/Q&A

TechWire's network of Media Relations Associates are located in the business centers of London, Paris, Munich, Brussels, Milan, Stockholm, Beijing, Seoul and Taipei. Wherever you choose to hold your Press Conference/Media Briefing, TechWire's Media Relations Associates ensure a successful event.

In addition to planning, scheduling and executing your event, TechWire provides complete collateral support. From inviting media members and selecting a memorable venue to preparing local language press kits and presentation materials, TechWire Associates provide turn-key local presence with on-site event coordination for clients around the world. Hosting dozens of press events each year means TechWire passes volume savings on to our clients.

TechWire International offers the best solution for getting your news, new product information, technology announcements and feature articles into the hands of influential members of the electronics industry media. From press releases and product announcements to feature editorial placements and local market press events, TechWire International provides cutting-edge media services that keep pace with changes in the industry while offering clients excellent value.

"Global Scope – Local Focus" makes TechWire one of the foremost authorities on worldwide electronics industry media.

For more information, contact us at +1-630-420-8744 or [information@ezwire.com](mailto:information@ezwire.com).



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