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From the Wires

Multi Tasker Syndrome - Better to Prevent Than Cure

By: [PR Newswire](#)
Aug. 7, 2007 09:45 AM
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LONDON, August 7 /PRNewswire/ --

- Dramatic Dip in Employee Productivity Due to Growing Number of Media

In many companies people are communicating all day long. To reach employees, many employers use a broad range of (new) media, such as email, intranet, phone, blogs, websites, instant messaging (IM), web conferencing, sticky notes, internal memo's, text messages, newsletters and corporate magazines. But is this effective? No, says software company Netpresenter. More and more employees are suffering from MTS, or Multi Tasker Syndrome, which has a dramatic impact on the productivity of these employees.

"MTS is becoming a serious issue. Employees are expected to be available 24/7, and immediately respond to emails, IM messages and the like. But this sometimes has a catastrophic impact on their productivity," says Frank Hoen, CEO of Netpresenter. "By thoroughly reviewing the communication strategy and making some small adjustments, companies can benefit tremendously. When a fulltime employee can focus on work an hour more each day, he can get a month and a half of work done more each year. And an hour a day is certainly not unrealistic when you know the average employee nowadays spends 12.5 to 25 percent of his time on email(i). And then I have not even taken other media into account yet."

"The concept of multi-tasking is good. You want to get more done in a shorter amount of time. But the reality is different. Because of all these different media, employees cannot pay full attention to anything. Whereas that is when you are most productive," continues Hoen. "We should not forget that all these new technologies offer unique opportunities. For example, we have never been able to communicate this swiftly before. However, it is vital companies realise not all messages need to be communicated immediately. If employees keep getting interrupted while working on tasks that require concentration, productivity goes down rapidly."

To help companies prevent MTS and increase employee productivity, Netpresenter offers 10 'golden tips' on its website:
<http://www.netpresenter.com/news-press-releases.html>

About Netpresenter

Netpresenter (<http://www.netpresenter.com>) is a leading provider of digital signage technology, screensaver message systems, multimedia newsfeed servers and emergency alert systems. Customers include Sony, Nokia and Jaguar.

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Real-World Java Seminar Delegates to Save \$500 by Registering Now
By Java News Desk

Real-World Java Seminar delegates will receive a \$500 discount if they register by July 31. The Real-World Java Seminar is the first major Java developer event on the East Coast, and is being held at the Roosevelt Hotel in New York on Monday, August 13. Sun Microsystems's Rima Patel Sr

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SOA Product Review: Active Endpoints' ActiveBPEL
By Dennis Hayes

BPEL or Business Process Execution Language is an XML and Web standards-based SOA (service-oriented architecture) standard that allows business people to combine services into automated processes. As described in this review, Active Endpoints' ActiveBPEL product family includes a visua

The New Language of Business: SOA & Web 2.0
By Sandy Carter

Understanding what not to do is just as important as understanding what to do. Understand the value of SOA. SOA is about flexible business processes. It's not just doing the same thing you've done before in a different way. Although you should absolutely approach SOA incrementally, the

Real-World Java Seminar Sponsored by CodeGear, Red Hat, Nexaweb, Farata Systems, and PushToTest
By Java News Desk

A seasoned Java professional has to know more than just the syntax of the Java language. Java EE offers a set of standardized technologies for enterprise development. A number of open-source frameworks such as Spring or Hibernate are widely used in a variety of Java applications. Famil

Nazli Ekim of SS PR Named Top Technology Communicator
By Wireless News Desk

Nazli Ekim of SS | PR named as one of the top technology communicators of the year. Nazli was born and raised in Istanbul, Turkey. At the age of 14, she moved to Chicago. She attended Niles West High School for her freshman and sophomore years, and returned to Istanbul to finish her st

By Ian Thain

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By Yakov Fain

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.NET and Java Interoperability in the Enterprise

Speaker: Peter Laudati

Presentation & Demo by Red Hat: What's New at JBoss?

Speaker: Andy Miller

Power Panel: Java 7.0 (aka "Dolphin")

Speaker: Rima Patel Sr

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