

Jaguar employees kept up-to-date through Netpresenter

Screensaver technology utilised on production line and in offices

Gaydon, England, March 14th 2006 – Jaguar Cars is using Netpresenter as one of its primary internal communications tools as it goes through a further period of change with its closer integration with Land Rover. Originally installed at the company's Halewood factory for employees on the production line, Netpresenter has now been rolled out at the company's new corporate headquarters in Gaydon as a means of keeping employees up-to-date with what's happening in the company.

Said, David Crisp, Manager, Employee Communications & Brand Pride at Jaguar: "We liked the idea of being able to create screensavers that would communicate news in an easy-to-read and graphically attractive format on PCs in the production line rest areas as well as on individual's desks. Netpresenter really selected itself for Jaguar."

When reviewing its internal communications processes, Jaguar decided to look for a tool that would enable employees to get the latest company news, quickly and easily and which could be integrated easily with existing communications mechanisms such as newsletters and management briefings. Jaguar continually seeks feedback from its employees as to how the content on Netpresenter can be improved and have been delighted with the response. One described Netpresenter as "an incredibly positive and informative tool." Another said it was "A great initiative and a really effective method to get information to us all."

Commented Frank Hoen, Chief Executive Officer of Netpresenter:

"No matter where you work in an organisation, internal communications is vitally important to motivation and morale. Jaguar has invested in technology to ensure that that staff across the whole company have access to information through Netpresenter, in a graphically attractive format that catches the eye."

Concludes David Crisp:

"Jaguar employees take a huge amount of pride in the brand and the cars that they produce. Using Netpresenter, we can not only tell our employees about the introduction of new models - we are able to show them what journalists and customers think of our cars through the latest reviews. They also know about our marketing and sales strategies so they feel much more a part of the company."

About Netpresenter

Netpresenter develops end-to-end XML-enabled communication software solutions for organizations, such as screensaver message systems, emergency alert notification and narrowcasting / digital signage. More than a million people use Netpresenter solutions at companies such as Sony, Nokia, Jaguar, Schiphol Amsterdam Airport, Volkswagen, Ford, Pratt & Whitney, Unilever, US Navy and police and government agencies worldwide. Netpresenter has offices in Maastricht (Netherlands), New York, London and Aachen (Germany).

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