

## **Worldtvradio Announced Today a New Version of Its Awarded Software World TVRT**

*Worldtvradio announced today that their Development Department has successfully completed its Data Quality and Integration Project, which allowed them to launch a new website design along with version 5.5 of its globally awarded software world TV and Radio Tuner*

July 5, 2007 (FPRC) -- Worldtvradio announced today that their Development Department has successfully completed its Data Quality and Integration Project, which allowed them to launch a new website design, featuring an intuitive and easy to use interface, new or renewed services and improved search options.

The new website allows an efficient and fluid browsing experience, with a simple, graphic and attractive interface. Between the new information spaces available to users and visitors it's worth to mention: users forums, online help pages, tuner (with more than 1250 television channels and more than 7800 radio stations available for free access) and, of course, the new blog; which is dedicated to offer information related to options and how to broadcast traditional media channels on the Internet.

The website's update confirms that Worldtvradio's efforts are directed to offer higher levels of transparency and even better interaction with users and visitors.

"Recently we reached five million unique visitors, which compel us to offer a better service and, also, to define a new interaction structure with customers and visitors..." said Mauricio Soler Worldtvradio's cofounder and Project Manager. "...we believe that our product's success is due to mainly two main factors: we were the first company to develop this kind of software and, we have maintained the quality and variety of our database content..."

Coinciding with this important event, worldtvradio announced, additionally, that the version 5.5 of its globally rewarded software world TV and Radio Tuner is available to download. In this version many functions and features were improved or added, based on suggestions made by a group of 100 beta users from 20 countries selected randomly between the total registered users.

"...we believe that the main feature to highlight in this new version, in addition to offer the most complete database worldwide is the possibility to access directly from the software to the official website of the station tuned, thus making a value added to all those internet stations included in the lineup and offering them free international traffic, highly interested to listen to radio or watch television on the Internet" said Yolanda Rozo Product Manager.

Worldtvradio has been involved in software development and distribution for more than 15 years, it's most recent project, world TVRT, has been awarded with more than 50 international awards.

Evaluation version available at: <http://www.worldtvradio.com/download/setup.exe>

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