press release

ATC meets the global press and media community at GEN Summit 2019

Athens Technology Center (ATC), consistent to supporting Publishers and News Agencies worldwide with novel software solutions, will be participating in GEN Summit 2019, organized by the Global Editors Network, in Stavros Niarchos Foundation Cultural Center in Athens (June 13-15, 2019).

GEN Summit is the annual global meeting of the largest network of CEOs, editors-in-chief, editorial directors and senior media executives from both the print and online sector. This year's event will focus on the "**VVV Challenges: Voice, Visual Journalism and Verification**", three areas in which the global media industry has identified major disruptions due to recent developments in Artificial Intelligence, storytelling and disinformation.

Specifically, in ATC's booth, key stakeholders who are at the forefront of journalism, media, and technology will have the chance to experience:

- the new features implemented in **Truly Media**, a collaborative platform co-developed with Germany's international public service broadcaster **Deutsche Welle (DW)** to help users analyse and assess the trustworthiness of digital content in real time, through an advanced set of digital tools for verifying news in text, image or video format.

- the latest developments applied in **newsasset platform**, which provides a common Content Hub and the ability to centralize editorial production for Print, Digital, Radio, TV, even News Agency activities, facilitating the implementation of a truly Integrated newsroom.

Athens Technology Center (ATC) designs, develops and supports leading technology solutions for the news industry, serving agencies and publishers globally for over 20 years. ATC provides **newsasset platform**, an intuitive and secure cloud based environment for storing, managing, creating and publishing news. In order to address the fake news phenomenon, ATC coupled its extensive industry-related experience with state-of-the-art content aggregation and analysis technology, along with DW's expertise in contemporary industry need. As a result, they provide **Truly Media**, a collaborative tool that helps users evaluate the validity level of user generated content that is distributed and shared via various social networks.