

press release

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ATC participates in Digital Media Asia 2018

Athens Technology Center (ATC), consistent to its promise to support Publishers and News Agencies worldwide with novel software solutions, will be participating in [Digital Media Asia 2018](#), organized by the World Association of Newspapers and News Publishers ([WAN-IFRA](#)) in Hong Kong (Nov 7 -9).

During the event, ATC, based on its extensive industry-related experience, will showcase state-of-the-art solutions for news aggregation, management and personalization. Specifically, in ATC's booth, key stakeholders of the Asian media sector will have the chance to experience

- the new features implemented in [Truly Media](#), a collaborative platform co-developed with Deutsche Welle (DW) to help users evaluate the trustworthiness of user generated content that is distributed and shared via various social networks. The platform supports publishers and news agencies in their effort to fight misinformation and tackle the 'fake news' phenomenon.
- 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.
- the joined efforts of the [CPN project consortium](#) on delivering a new, trustworthy approach to personalize digital content, delivering the right information, at the right time, in the right context.

In addition, the delegates of the 2018 Digital Media Asia can also attend a specialized presentation from Deutsche Welle (DW) and learn more about how a traditional media leader embraced technological innovation to deal with the challenges that social media have brought to the industry and also address the contemporary needs of its readers.

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 Deutsche Welle's (DW) 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.