

press release

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Viet Nam News selects newsasset Publishing platform of ATC

[Viêt Nam News](#), the main English language newspaper of Vietnam, entrusted [newsasset Suite](#) of Athens Technology Center (ATC) to serve all its editorial and commercial operations. Newsasset Suite is an all-in-one editorial, digital asset management & cross channel publishing platform. Newsasset Suite supports 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 platform also addresses the Fake News phenomenon, providing specialized digital tools for journalists to [validate user generated content](#).

From now on, **newsasset Suite** will stand as the key back-end system to handle all print and digital activities (Web & Mobile environments) of [Viêt Nam News](#) newspaper, replacing all existing infrastructure. Among others, newsasset Suite will provide the [Viêt Nam News](#) newspaper to streamline its daily operations and reduce production times, since editorial planning will be integrated with popular pagination software.

The project also includes the complete redesign of the newspaper's online presence. In fact, ATC has undertaken the task to conceptualise and implement the redesign of the newspaper's new website aiming to ensure ensuring optimal performance and usability across devices, based on the latest version of ATC's **webasset** CMS.

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.