

PRESS RELEASE

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Quince develops worldwide online demo for SDL-Tridion

SDL-Tridion, one of the world's leaders in CMS solutions, has chosen Quince as a partner for the development of worldwide promotional online content. As a first step, an online demo was produced, explaining the SDL-Tridion content life cycle.

Martijn de Groot, concept designer at Quince: "The big challenge for this project lays in the storytelling: how to make an appealing and easy to understand presentation of a relatively abstract and complex process. The demo we produced is at the same time an excellent introduction as well as a good platform for more in-depth presentations of SDL-Tridion products."

Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.

For additional information please contact Quince.

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