

E.W. Scripps Company releases mobile apps powered by Whiz Technologies
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SAN JOSE, Calif., July 15, 2014 /PRNewswire/ -- Whiz Technologies announced that it delivered new iPad, iPhone, Android Smartphone and Kindle Fire mobile apps for E.W. Scripps Company's thirteen newspapers and thirteen broadcast television stations. All the apps are available in respective app stores and are being actively used.

"After a rigorous vendor selection process last year, we selected Whiz to deliver us a customized mobile solution, and it has become a key building block of our mobile strategy and vision," said Adam Symson, Senior Vice President/Chief Digital Office of Scripps. "We consider Whiz a key partner as we continue to execute on our mobile strategy in 2014 and beyond."

"We are very pleased to be the vendor of choice and part of the team delivering mobile apps for Scripps newspapers and broadcast television stations. These subscription enabled mobile solutions deliver a robust and engaging user experience leveraging state-of-the-art UI/UX technologies designed into the MobileNewsPack™", said Nikhil Modi, founder and CEO of Whiz Technologies. "We worked very closely and cooperatively with the Scripps team. The end-result is highly customized mobile solutions tailored to the needs of Scripps' audience. The television stations and newspapers can monitor and modify all the mobile apps from an intuitive and easy-to-use mobile dash board."

Whiz Technologies introduced MobileNewsPack™ and Mobile-Apps-as-Service (MaaS) solution for the media industry in 2010. Now in its 4th generation, this solution enables content owners to engage their mobile audience, monetize content, measure usability and make real-time modifications to their mobile applications.

MobileNewsPack™

MobileNewsPack™ is a cloud mobile publishing solution for newspapers and broadcast television stations - it includes customized apps for iPhone, iPad, Android Smartphones, Kindle Fire, HTML5 mobile web and a single dashboard to monitor, control and modify all the mobile apps. Whiz will customize and deliver this solution as a service to the publisher (Mobile apps as Service or MaaS). Whiz plans to add mobile apps for new mobile devices and platforms as they become available. This makes the MobileNewsPack™ offering future-proof and relieves its customers from ongoing mobile app development, upgrade, compatibility, and support concerns.

For additional information, contact Whiz Sales at sales@whizti.com or call (408) 890-6450.

About Whiz Technologies

Based in San Jose, California, USA, Whiz Technologies is a leading provider of custom mobile apps and mobile web software solutions, with a focus on delivering quality solutions to newspaper publishers and broadcast television stations, on popular mobile platforms including Smartphones, tablets and other mobile devices.

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