



Estonian CMS and software specialists come to UK with aim to expand their currently growing network

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Estonian content management and software specialists Modera enter UK market and strives for 20 new partner sign ups

PR9.NET April 19, 2007 - London, UK - Modera (<http://www.modera.net>), the Estonian content management system (CMS) and software specialists are to enter the UK market.

With the success of its EU and global client-base, the software company European headquarters in the Estonian capital Tallinn is now looking to the UK to expand its operation further into the UK and Northern Ireland.

Modera has experienced rapid growth in the northern European region alongside the digital enterprise boom within this area, with 2007 witnessing the World's first internet-based parliamentary elections taking place in Estonia.

Modera aims to build its global internet software business using its presence in the UK to do this. Its objective is to sign-up 20 partners during 2007, targeting mostly small medium enterprises (SME) due to the cost and quality of the technology being more competitive.

Siim Vips, CEO at Modera explains, "We offer clients a full range of content management tools to choose from. These tools include a range of readily made modules or fully customisable and specially built solutions to manage larger projects and/or more specific and individual requirements. For UK partners we offer possibility to expand their development teams based on Modera's developer base to manage bigger developments if required."

Modera's first UK clients include Snowdog Records (<http://www.snowdogrecords.com>), that is about to launch two new artists in UK and globally, female singer Hannah (<http://www.hannahsite.com>), and a pop-rock group called The Thief (<http://www.thiefweb.com>). Modera's CMS is also being used to create the new fan site for racing driver Marko Asmer (<http://www.markoasmer.com>), the first Estonian to drive Formula 3 and a top driver on the British F3 racing circuit.

"Excellent programming talent in Eastern Europe has allowed Modera to create cost effective software that is flexible enough to be used for larger clients such as Nissan, Renault, Hong Kong Express Airline, Group 4 Securicor (Falck) in addition to be scaled down for SME requirements. Our systems are continually tested for performance, and are highly optimised to be user-friendly for all user groups. In addition they are search friendly meeting accessibility and usability and search marketing requirements.

We envisage that the forthcoming Internet World event in May 2007 will produce fruitful relationships for Modera, as we believe our software presents a competitive alternative technology that is currently more cost effective to what is available in the UK," concludes Vips.

Modera will be exhibiting at Internet World 01 to 03 May 2007 (<http://www.internetworld.co.uk/modera.html>) at stand W102.

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About Modera

Modera is a software company specialising in content management software development. Modera operates in over 20 countries including the UK, Spain, Hong Kong and the USA, with headquarters in Estonia. Backed by 24-hour support and a vast partner network, Modera takes the hassle out of content management with its cost-effective webmaster, intranet, and extranet product line.

Whether taken separately or together as a complete interconnected product, these tools are fast and secure, and their modular design makes them highly flexible.

About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

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