

NEWS RELEASE

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CPM Call The Innovation Park Home

One company that is switched on to the communication needs of business in the 21st century is CPM.

CPM operates at the cutting edge of the creative media sector in Scotland which employs 100,000 people and is worth £5 billion annually to the economy.

Established 7 years ago the company is already a market leader in the production of corporate DVDs, computer generated images for the property market, website and graphic design.

CPM have now teamed up with SPOTLIGHT TV and launched a new project that will give businesses large and small the advantage of having their own broadband custom built TV channel.

The benefits are:

Dedicated presenter based broadband TV channel

Cost effective route to market

More personal approach

A direct sales approach

Channels built to reflect any type of business

"The pace of change in today's business world, particularly in communication, is greater than anyone anticipated. The internet is a company's window to the world and needs to reflect the dynamic acceleration of change. We are offering our clients an innovative way of engaging with their market place via presenter based broadband Television." said Margaret Cowan.

Only recently moved to Stirling University Innovation Park, Margaret explained why: "A prime consideration was the proximity of the Innovation Park to the University and the access it gave us to the excellent facilities of the film studios and sound labs." Margaret went onto say; "Locating in the park also improved our bandwidth which is a an advantage for uploading video content. The conference and admin facilities are also an advantage and create an all round facility that is a pleasure to operate from and be associated with.

Ends

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