



## X3 Studios launches its online pressroom

Timișoara, July 9th 2008 - The design studio X3 Studios launches [press.x3studios.com](http://press.x3studios.com) – an online pressroom specifically created to facilitate communication between the company and media representatives.

Available both in Romanian ([press.x3studios.ro](http://press.x3studios.ro)) and in English ([press.x3studios.com](http://press.x3studios.com)), the online pressroom of X3 Studios is structured in sections, which contain information about the company's activity (awards, news, project launches etc).

X3 Studios Press will give journalists easy access to the latest news about the company. Also journalists can better document their articles by using the media kit made available for this purpose. The pressroom also provides print quality images that can be used to illustrate any article. Created as an independent entity, different from the company's main site and the blog, the online pressroom represents an easy to use tool, which will hopefully simplify the activity of media representatives.

Ștefan Szakal, Creative Director at X3 Studios: "As part of the company's growth process, a more consistent and clear communication with the media representatives became a necessity. Since such a dialog has to respect some well defined criteria, we considered that developing an independent platform, rather than including it in the main X3 Studios site, would be a better solution. Besides, the tone of such an official communication needs to differ from the tone used on the blog, site or any other online or offline communication platform."

Thus, X3 Studios Press appeared as a needed interface between the company and journalists. The pressroom represents a credible and complex information source.

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**About X3 Studios:** X3 Studios ([www.x3studios.com](http://www.x3studios.com)) is a design studio, founded in 2001 in Timișoara, Romania. Among the services that X3 Studios can provide are the following: branding, print design, advertising design and interactive design. The X3 Studios portfolio includes over 400 projects created for international clients and over 100 projects created for national clients. Some of the awards the company received are: Rebrand 100 Awards, Eulda, LogoLounge, and Internetics.