UBM Canon Announces a Strategic Engagement with HCL Technologies

The Associated Press

UBM Canon, the leading B2B media and communications group focused on the advanced manufacturing sector, today announced that it has signed an agreement with HCL Technologies (HCL), a leading global IT services provider to deliver advanced technologies for rapid and optimized content delivery for a best-in-class audience engagement experience spanning web, digital products, mobile and print environments. As part of the partnership, HCL Technologies will provide its latest Production and Content Management Service Platform called POMS (Production Operations as a Service) to enable establishment of a more dynamic and robust channel required for creating, producing and delivering content across UBM Canon's product portfolio.

(Logo: http://photos.prnewswire.com/prnh/20101214/LA16070LOGO) "As the leading global media group covering B2B industries such as MedTech, Plastics, Pharmaceuticals and Packaging, our content teams will have a transformational platform to shine even brighter across these industries. The trust and respect our brands have garnered will be enhanced by HCL Technologies' digital and operational excellence," stated Stephen Corrick, Executive Vice President and Managing Director, UBM Canon Media. "Together, this outstanding team will have access to a global platform to address local, regional and global needs. HCL has global clientele in each of our industry segments which is further testament to the quality and service we can expect from this relationship, and a strong benefit to be realized by our audience and advertising clients." UBM Canon's brands are leaders in their respective markets, both regionally and internationally providing an unparalleled capability as the crucial source for industry news, information, and resources with brands like Medical Device and Diagnostic Industry (MD+DI), Qmed, MEDTEC, PlasticsToday, Pharmalive and Packaging Digest.

"To keep our customers ahead of the game, we are enabling them to support new business models, foster innovation and achieve content monetization," said Karan Puri, Executive Vice President and Global Head of Consumer Services, HCL Technologies. "We are proud to partner with UBM Canon and share their strategic vision to create highly valuable and original content for the media industry. "Collectively, our innovative technology, coupled with UBM Canon's editorial expertise, will ensure continued excellence in the content delivery while allowing new products to be rapidly developed to address market needs." About UBM Canon UBM Canon LLC, the leading B2B media company dedicated exclusively to the global $3.0 trillion advanced manufacturing sector, helps support the flow of information, commerce and innovation in such sophisticated segments as medical devices and pharmaceutical development. UBM Canon also addresses cutting-edge developments in broader areas of advanced engineering design and manufacturing, and manufacturing processes and packaging. UBM Canon is part of UBM plc (UBM.L)

a global provider of media and information services for professional B2B communities and markets.

About HCL Technologies HCL Technologies is a leading global IT services company, working with clients in the areas that impact and redefine the core of their businesses. Since its inception into the global landscape after its IPO in 1999, HCL focuses on 'transformational outsourcing', underlined by innovation and value creation, and offers integrated portfolio of services including software-led IT solutions, infrastructure management, engineering and R&D services and BPO. HCL leverages its extensive global offshore infrastructure and network of offices in 26 countries to provide holistic, multi-service delivery in key industry verticals including Financial Services, Manufacturing, Consumer Services, Public Services and Healthcare. HCL takes pride in its philosophy of 'Employee First, Customer Second' which empowers our 82,464 transformers to create a real value for the customers. HCL Technologies, along with its subsidiaries, has reported consolidated revenues of US$ 4.0 billion (' 19,412 crores), as on 31 March 2012 (on LTMbasis). For more information, please visit www.hcltech.com.

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