

RSS Feeds Delivered - news at your fingertips

Providing the end user and journalist with the news they want to see

RSS is coming of age. It allows news articles to be delivered direct to users' news readers. Press releases, blog articles and commentary can all be delivered in this way. News is one of the lead areas of the Sabino package so Sabino is now RSS enabled.

RSS stands for "Really Simple Syndication", an easy way to distribute headlines, update notices and content to a large number of people.

It's an increasingly popular way to access news articles, allowing users to filter the information they want to receive over the internet. Users can select their area of interest and have information delivered to their web browser, e-mail program or other RSS News Reader.

News sites, such as the BBC and The Guardian, have been publishing their articles in this way for some time. Individual organisations are starting to do the same, it's an ideal information format for PR agencies, journalists and the public.

Sabino now has RSS built in. Feeds are automatically generated for all press releases, blog articles and other public information.

Try using it with the Firefox browser, or the Thunderbird e-mail client. Or ask for a custom demonstration of Sabino and we'll show you how it works.

Notes to Editors

Go2ten is an expert software development founded in London in 1998 with three core beliefs.

- Delivering functionality, not playing with technology
- Software development is a process not a product
- Thinking one step ahead with technology and user requirements

Reliable, cost effective and flexible systems are delivered utilising our modular components. Close working relationships with our clients ensure high quality end product.

Our experience in a wide range of industries including advertising, banking, PR and the public sector helps us find the unique solution for each individual client. There is an industry standard solution to your I.T. situation.

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