

## Digital Memo - the messaging tool for managers who want to delegate, without talkback

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**Popuload Software announced today the release of its new Windows messaging product, Digital Memo. Designed for managers, CEO's or anyone communicating to a team of staff, Digital Memo distributes messages to employees without the dialogue e-mail or other messaging systems create.**

“There are times when a message is better suited to be communicated one-way to the employee, rather than the current office standards such as email and other two-way communication methods that allow for an open dialogue,” says Popuload Software founder Alex Furness.



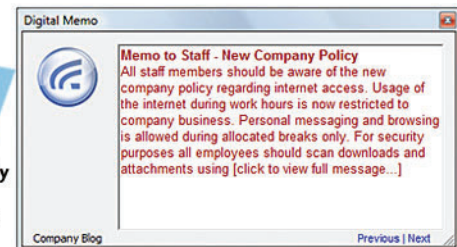
Digital Memo does just that, sending the message directly to the employees' desktops, without the option to talkback. Here's how it works: Digital Memo integrates the RSS feed distributed with your blog, notifying anyone who has the Digital Memo Reader installed of each new blog post. This allows for those in management to use their blog as a tool to send memos digitally.

Implementing such a one-way messaging system via your blog RSS feed does not require any action on the part of the recipient. The Digital Memo system automatically checks for new blog posts, so as soon as a new message is posted on the blog, it is delivered to each desktop via the installed reader.

“Many C-level executives and managers are looking for messaging alternatives to email. When wanting to delegate to employees, Digital Memo is the perfect tool to have on hand,” explains Furness.

For those who are security conscious, there is also the option to use an internal blog, resulting in information strictly residing on that company's server.

Your blog posts are automatically distributed to desktops



“Introducing a messaging system to replace the printed memo saves time, money and the environment,” says Elizabeth de Bakker, Popuload Software CMO. With many large organizations positioning

themselves as green and eco friendly, Digital Memo certainly fits in with their agenda.

RSS technology has grown in popularity due mainly to the fact that updated information is checked for and sent to the user, rather than having to check the Internet manually. Digital Memo utilizes this technology in favour of upper-management by checking for latest blog posts automatically and sending them directly to employees' desktops.

Email and two-way instant messaging systems are great in their own regard, but sometimes messages just need to be sent - without talkback. Digital Memo is certainly an interesting option for senior executives and managers who want to do just that.

For Windows XP and Vista.

Cost per unlimited corporate license = \$195 USD. Each license allows for the distribution of one blog to an unlimited amount of users throughout the enterprise.

Learn more about Digital Memo at [www.popuload.com](http://www.popuload.com)

**About Popuload Software:** Popuload Software are leaders in providing RSS tools for communicating and tracking information digitally.

Their innovative Popuload range of products have helped change the way users interact with their operating systems and applications by offering a solution for waiting for the loading bar.

For corporations, being able to effectively communicate and delegate via Digital Memo allows for implementation of new management techniques and internal corporate strategies.

[www.popuload.com](http://www.popuload.com)

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