

# **Business Wire's 'NX' News Distribution Platform Awarded Canadian Patent for Its Simultaneous, Real-Time Delivery Capability**

**Release Date:**

Monday, June 8, 2009 8:08 am EDT

**Terms:**

Company

**Dateline City:**

VICTORIA, British Columbia

VICTORIA, British Columbia--(BUSINESS WIRE)--The Canadian Intellectual Property Office has awarded a patent to Business Wire's "NX" news distribution system, becoming the second major jurisdiction to officially recognize the simultaneous, real-time news delivery capabilities of Business Wire's Internet-based, multimedia communications platform.

The United States Patent Office honored Business Wire with a patent for its pioneering NX technology in June 2006. A patent application is currently pending in the European Union.

Business Wire revolutionized the global news industry with its introduction of NX in September 2003, forever changing the way that media organizations gather and process information.

NX's proprietary technology assures synchronized delivery of market-moving news to network recipients worldwide. The system's architecture can process multiple formats, including XML, XHTML, and XBRL. In addition, NX simultaneously transmits a full range of multimedia assets, as well as multiple translations. To illustrate its capabilities, a multinational company inter-listed on NYSE Euronext, Deutsche Boerse, and the London Stock Exchange, for example, could simultaneously reach investors in English, French, Dutch, German and Portuguese with a single transmission.

The system is bi-directional, meaning that each transmission to every network recipient is remotely monitored and confirmed. The system's stringent security safeguards are independently validated on an annual basis by leading independent accounting and consulting firms as part of mandated regulatory audits.

"We are extremely proud that the unique capabilities of Business Wire's NX platform have been confirmed by the Canadian Intellectual Property Office," said Cathy Baron Tamraz, the company's president and CEO, in making today's announcement. "Business Wire has been the commercial news industry's technology leader for nearly a half-century; we're anxious to introduce Canadian companies to our many state-of-the-art products and services."

**About Business Wire**

Business Wire, a Berkshire Hathaway company, is utilized by tens of thousands of member companies and organizations worldwide to functionally enhance and communicate investor relations and public relations content to target audiences. As a recognized disclosure service in the United States, Canada and a dozen European countries, Business Wire facilitates the simultaneous flow of market-moving press releases from corporations to financial markets and their audiences, including regulatory authorities, media, investors, financial information systems and consumer news services. Business Wire also handles XBRL tagging, document formatting and regulatory filing into EDGAR, SEDAR, FSA and other systems.

Communications professionals turn to Business Wire to optimize and issue press releases, photos and multimedia to news organizations, journalists, trade publications, search engines, and individuals, with full-text posting to web sites, online services and databases. A range of distribution options enables members to target by geography, industry, news theme and audience demographics.

Founded in 1961, Business Wire has dual headquarters in San Francisco and New York, with 30 bureaus in cities including Los Angeles, Chicago, Boston, Miami, Paris, Frankfurt, London, Brussels, Tokyo, Toronto and Sydney and reciprocal offices throughout the world. Business Wire's patented NX data platform supports XML, XHTML and XBRL code that enhances news release interactivity, social media sharing and search engine optimization. More information about Business Wire and its services is located on its website at [www.BusinessWire.com](http://www.BusinessWire.com).

**Language:**

English

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**Source URL:** <https://newsroom.businesswire.com/press-release/business-wires-nx-news-distribution-platform-awarded-canadian-patent-its-simultaneous->