



CATALOGUE NEWSWIRES & VIDEO ENGLISH



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CATALOGUE This document gathers our 102 specialized newswires' topics as well as our video news production as you can see within the last pages. Organized by thematic channels, our Newswires Services are provided by various means of real time and automatic delivery, such as XML, RSS, NewsML, e-mail or any specific "customer" adaptation to fit client requirements. In addition to existing channels, we can adapt our current services and produce tailor made content to full fill your needs.

NEWSWIRE A flow of contents based on subscription and delivered automatically to you.



NEWSWIRE
INSURANCE

DESCRIPTION

- Content Keeping abreast of and having a better understanding of the insurance world.
- Frequency 3 news items per week
- Size 800 characters

EXAMPLES

Paternity leave not yet secured



Switzerland was the last country in Europe to introduce nationwide maternity benefits. All its immediate neighbours have had this right for some time, and within a much wider framework. Denmark offers maternity leave for up to 29 weeks, the last ten of which can be granted to the father. The payments cover between 90 and 100% of the salary. In Finland, the entitlement is 105 working days for the mother, plus another 158 for either the father or mother, providing 66% of income. Norway gives a choice of 43 weeks at 100% of salary or 52 weeks at 80%, of which two thirds can be transferred to the father. Finally, Sweden is a haven of equality with 12 months leave, six for the mother and six for the father, covering 90% of income during the first two months and 80% over the last ten. Naturally, one parent can also transfer their entitlement to the other.

13/11/2008 CM /ATCNA

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07/03/2011 FP /ATCNA

Generics: low price



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04/07/2010 AB /ATCNA

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Newswires' topic.

Define the topic of the newswire. What we are talking about.

Number of delivered contents per week or month.

Average length of the content in number of characters with spaces.

Publication date of the sample content followed by our signature which combines Content Producer's initials and /ATCNA.

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Note that each translation is produced by native translators located in the target region to guarantee maximum relevance according to local laws, practices or cultures.

Content's title.

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SUMMARY NEWSWIRES

■ HARD NEWS

- Business News
- Finance News
- National News
- International News

■ PERSONAL FINANCE

- Economics
- Real Estate
- Banking
- Insurance

■ CAREERS

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- Management
- CV
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■ SPORTS

- Formula 1
- Tennis
- Extreme
- Basketball
- Soccer

■ CARS & MOTORBIKES

- Cars
- Motorbikes

■ ENTERTAINMENT & PEOPLE

- Stars & Celebrities
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- Movies at Home

■ MUSIC

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- Music Agenda

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- Cultural Agenda
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- Wellness News

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- Eroscope

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- Pets for Kids
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- Divorce
- 50 plus

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- Fish

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- Home Staging
- Sewing/Patchwork
- Pottery
- Costume Jewellery

■ **FLOWERS & PLANTS**

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■ **HOME & DECO**

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- Decoration
- Design & Trends

■ **COOKING & DOMESTIC TIPS**

- Cooking
- Domestic Tips

■ **FUN**

- Weird News
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- Knowledge
- Weird Knowledge
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SUMMARY VIDEO MAG

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- Star News
- MusicView
- That's Cool News
- Comic Book News
- Movie Review
- Movie News
- Music News

■ TECH

- High-Tech News
- Video Games News
- Video Games Test

■ LIFESTYLE

- Extremity
- Car News
- Motor News
- Fashion Weekly
- Dream Destinations

■ HARD NEWS

- Hard News

■ MENA

- MENA Music News
- MENA Movie News
- MENA Star News

SUMMARY VIDEO NEWS

■ CELEBRITIES & CULTURE

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- MENA Music News
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HARD NEWS

DESCRIPTION

- **Content** Business news from around the world relating to trade and industry.
- **Frequency** 10-15 news items per week
- **Size** 500 characters

EXAMPLES

Social networking at work: a coup for business



© Fotolia

A report by the Demos Institute for Orange claims that social networking websites influence business positively. Developing relationships through this type of networking allows companies to consolidate links with partners. They are an equally useful tool in identifying new clients, especially in the current economic climate.

However, many employers currently limit the use of social networking sites, associating them with leisure time and drops in productivity. The report claims the opposite: that preventing access results in lost opportunities.

03/11/2008 LA /ATCNA

Wii and DS are selling like hot cakes!



© Nintendo

Nintendo seems oblivious to the economic downturn. The Japanese company has just posted record sales figures for its consoles. In 2008 over ten million units of the Wii were sold in the United States, with a further eight million units in Europe. For the DS, the figures follow the same trend and testify to an equally impressive hike in sales, as the 20 million mark has now been crossed. Worldwide, Nintendo DS has a more than 70% share of the portable console market. It appears that video games are as popular as ever with consumers.

07/11/2009 DD /ATCNA

TV plasma screens: market falls to three giants



© Fotolia

In recent years the TV market has been through turbulent times. Firstly, Vizio (until recently the third biggest producer in North America) decided not to market plasma screens. For strategic reasons, the company wanted to concentrate on LCD technology, copying the decision taken by Sony in 2006. Now, the Japanese manufacturer Pioneer has confirmed rumours that it will exit the flat screen TV market by the end of the year, resulting in 10,000 job losses! The three current market leaders, Panasonic, Samsung and LG, are consolidating their position.

13/02/2009 DD /ATCNA

DESCRIPTION

- **Content** Projects and financial news: all the national and international news live.
- **Frequency** 10-15 news items per week
- **Size** 500 characters

EXAMPLES

The video game market resists the financial crisis



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The financial crisis that has been rocking the world for months seems all-pervading. The video game industry, like many others, feared a slump. However, as 2008 ends, the sector is one of the few to remain stable. Sales of games and consoles have even increased in the USA and some European countries like the UK. Gamers don't seem ready to relinquish the attractions of the joystick. This is not the case in Japan though, where sales have plummeted, particularly for Sony. Japanese companies will have to rely on Westerners to stay out of the red!

13/12/2008 LA /ATCNA

Yahoo! disappoints investors



© All Rights Reserved

Times are uncertain for Yahoo! The most popular search engine before the Google era has announced unenthusiastic forecasts for investors regarding the last quarter of 2010. This seems surprising considering that Yahoo!'s profit in the third quarter was up by 126 per cent compared with last year. However, over this same period, turnover for the California-based company was lower than expected. CEO Carol Bartz remained upbeat: "we've developed key partnerships with Facebook, Twitter, and Zynga to enhance the Yahoo! experience for our 600 million users".

02/10/2010 YC /ATCNA

Disney not financing next "Chronicles of Narnia" episode



© All Rights Reserved

Walt Disney has decided not to co-finance the next episode of "The Chronicles of Narnia". Twentieth Century Fox has announced that it will work with Walden Media to produce the third adventure in the C.S. Lewis series. Entitled "The Voyage of the Dawn Treader", the film will have a budget of \$140 million, much less than the \$215 million dished out for "Prince Caspian". Being considered more of a family-oriented story than the second episode, it hails a return to the magical atmosphere of part one. Presumably the SFX will be a lot cheaper then!

02/02/2009 JM /ATCNA

DESCRIPTION

- **Content** News about a country from different perspectives: politics, economy, sport, culture...
- **Frequency** 10-15 news items per week
- **Size** 500 characters

EXAMPLES

The American Army invests in video games

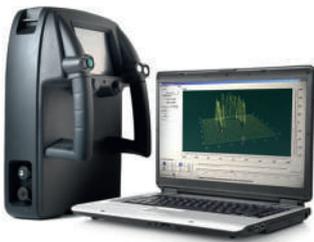


© All Rights Reserved

The American Army is investing 50 million dollars in video game-based training. Games have been used for training before, but the titles could not simulate specific scenarios and didn't offer real multiplayer functionality or authentic battle equipment. The Army is said to be creating a complete, adaptable system to allow development of detailed scenarios. Entitled "Game After Ambush", the concept will enthrall FPS and strategy fans. However, this internal training tool will not be sold commercially, so it won't be possible to play it... unless you enlist!

28/11/2008 LA /ATCNA

"Prism 200": the new spy gadget for the police



© All Rights Reserved

The British company Cambridge Consultants has developed a system that can "see" through walls. The "Prism 200" uses ultrawide-band radar technology to enable it to spot moving objects. It can even identify very subtle movement, such as breathing or beating hearts. Designed to detect the presence of individuals in enclosed spaces, behind doors or concrete walls, the "Prism 200" is for police use only. It will be used by Special Forces to help them work more safely. So don't expect to see the average person spying on his neighbours just yet!

28/01/2009 DD /ATCNA

"Britain's Got Talent - Live Tour": conspicuous absence of Susan Boyle



© All Rights Reserved

The immensely popular Susan Boyle, who is creating an enormous buzz online, pulled out of two of the "Britain's Got Talent - Live Tour" shows on Sunday 14th June. A spokesperson for the 48-year-old Scottish singer said that she needed rest. Other commentators have put the issue down to the performer suffering from personal problems. During the tour's opening concerts in Birmingham and Sheffield almost 5000 people cried out her name... and they want her back! Susan Boyle was hospitalised a few weeks ago for exhaustion after coming second in the TV talent contest.

15/06/2009 BF /ATCNA

DESCRIPTION

- **Content** Commentary on a selection of international subjects featuring a variety of relevant news stories.
- **Frequency** 10-15 news items per week
- **Size** 500 characters

EXAMPLES

NASA has discovered a destructive dark substance



© Fotolia

NASA astronomers have discovered that something is exerting a destructive force over our universe. This "Dark Energy" is being studied at the Chandra X-ray Observatory. Scientists have determined that it stifles the formation of galaxy clusters by creating repulsive gravity, dominating the rapid expansion and disintegration of space. Obviously, these revelations don't mean that everything will soon cease to exist! But they do confirm that this will be the case in the dim and distant future...

18/12/2008 LA /ATCNA

Obama pays tribute to Stevie Wonder



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The musician Stevie Wonder was particularly active during the last presidential campaign in the United States. It doesn't seem so surprising then that the American head of state should decide to organise a thank you concert in honour of the singer. The concert will take place at the White House in Washington on 25th February. It will then be broadcast the following day on the PBS network. It will also be an opportunity to present Stevie Wonder with the Gershwin Prize for Lifetime Achievement for his incredible career.

16/02/2009 DD /ATCNA

Ericsson and the WWF: green partners



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Despite the current economic crisis, worldwide economic activity will triple over the next 40 years. The repercussions of this on carbon emissions will be strong. The IT and communications sector is responsible for 2% of this pollution. To help reduce it, the Swedish company Ericsson and the WWF (World Wildlife Fund) have just signed a partnership. They aim to develop and promote ecological telecommunications solutions, such as using solar and wind power. It's reassuring when industrialists take on board the importance of green investment!

17/05/2009 LA /ATCNA

PERSONAL FINANCE

DESCRIPTION

- **Content** News and financial advice for all.
- **Frequency** 3 news items per week
- **Size** 800 characters

EXAMPLES

Petrol prices



© Fotolia

Surviving an economic slowdown is not easy and requires some financial discipline. Here are some tips to help you save money on essentials like petrol.

You need to figure out whether your expenses are going to go up. For example, if you know that petrol prices are set to increase, you can stock up before the price hike. Or if you are aware that prices are likely to fall in the immediate future, you can avoid filling up your tank to the brim so that you can take advantage of the lower prices later.

In June this year, petrol prices averaged about 3.88 dollars per gallon, but by August prices should fall to about 3.65 dollars per gallon. The average national price for diesel is falling steadily and has now fallen to about 3.948 dollars, which is roughly 4.9 cents lower than the previous price. Even so, compared to prices this time last year, diesel is still almost a dollar more expensive.

06/06/2011 SM /ATCNA

Intel in excellent shape



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In these times of economic uncertainty, companies working in the fields of information and communications technology can't all boast of generating as much profit as Intel. The world's foremost manufacturer of semi-conductors, also holding a dominant position in the microprocessor market (with brands such as Core 2 Quad, Core 2 Duo and Pentium Dual Core), Intel has reported its profit for the third fiscal quarter of 2010. In fact, Intel has achieved record profits of 2.96 million dollars. In comparison to the same period last year, the increase in profits for this American company equates to 59.1%. As a result, Intel is clearly shown to be in excellent shape. Even so, Intel had earlier shown a degree of caution, when estimating that its third quarter profits would be lower than expected.

13/10/2010 YC /ATCNA

Saving is easy!



© Fotolia

Saving is only a matter of balancing your budget. The first step is to determine a realistic budget for your lifestyle. If your goal is too high, you will find it hard to keep and may become discouraged. To start, you must take into account your fixed costs (health insurance, electricity, taxes, etc.) and also unexpected expenses (medicine, repairs, outings, etc.). Having established your budget, you may be lucky enough to realise that you have some money left over from your pay. It is this surplus that you can set aside. If you do not have enough for any savings, rethink some of your fixed expenses, such as cable channel subscriptions or fitness memberships. You will probably see that you can find one or more expendable items that allow you to free up some money for savings.

03/06/2011 NBo /ATCNA

DESCRIPTION

- **Content** Manage your property well and find out the market news.
- **Frequency** 3 news items per week
- **Size** 800 characters

EXAMPLES

Defects in property purchased



© Fotolia

Property buyers who want to avoid nasty surprises should take certain precautions to protect themselves against possible defects. The law defines a defect as an absence of quality promised by the vendor or to which the buyer could reasonably expect in good faith. In fact, the sales contract drawn up by a solicitor anticipates in the majority of circumstances that the buyer has professed to know the state of the building and that, from now on, the sale will be concluded without a vendor guarantee as to possible defects, whether they are apparent or not. This same contract also generally stipulates that the buyer is stripped of ordinary legal rights in the event of defects in the item sold (cancellation of the contract, reduction in price, damages).

08/12/2010 PR /ATCNA

Why invest in Dubai?



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Dubai offers the best opportunity for investors in the property market. In comparison to other cities in the world, properties are cheap both in absolute and relative terms. An average villa in Dubai could cost as little as 600 dollars per square metre. There are very few international cities in the world where property is so reasonably priced. Excellent opportunities await people of all nationalities to invest in this cosmopolitan city. The city has a track record for strong economic growth. The fall in property prices in Dubai could represent the best opportunity to earn a reasonable profit within a couple of years. Properties are almost 40 percent cheaper than they were during the peak. Properties in Dubai are expected to appreciate by 10-15 percent per annum over the next few years.

23/11/2010 SN /ATCNA

Sunshine State: hardest hit



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Of all the states in the USA, the one that has suffered the most in the recent economic meltdown has been Florida. As a result, investors in Australia are beginning to cherry-pick quality real estate, which is available at rock-bottom prices. They believe that they are onto a winner, assuming that the great weather, beaches and architecture will attract other investors back in droves as soon as the economy picks up again. Prices are now almost half what they once were and therefore Australian buyers like Rachel Barnes from Property Women are getting extremely good discounts.

08/08/2008 AB /ATCNA

DESCRIPTION

- **Content** Keeping abreast of banking practices and changes in the sector.
- **Frequency** 3 news items per week
- **Size** 800 characters

EXAMPLES

Risk-free online-banking



© Fotolia

To avoid attacks by cybercriminals, particularly those that target online banking, it is essential to ensure that your computer is inviolable. To achieve this, it is advisable to regularly update it, both in terms of the operating system and antivirus software, by downloading updates provided by the manufacturers. Every Internet user should also have a firewall, in order to protect the machine from intrusions, and above all effective and up-to-date antispyware to get rid of dubious software, which covertly passes on information. These malware programs, known as Trojan Horses, record a customer's personal details when he connects to his bank and then take control of certain payment processes.

02/02/2010 SM /ATCNA

6.5% fall in home mortgage applications



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Rates of interest for home mortgages in the USA have been steadily sliding downwards and becoming more attractive than ever. This should make it the perfect time to buy. Conversely though, mortgage applications are in fact falling. The Mortgage Bankers Association reports that its seasonally adjusted index of home mortgage applications and refinancing applications decreased by 6.5% and requests for home loans also fell 6.1% compared to the week before. In addition, 30-year mortgage rates were down to 4.84% from 5% the previous week.

07/03/2011 SM /ATCNA

Jefferson County's new fiscal strategy



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After many long years as the weakling of US municipal finance, Jefferson County in Alabama has finally managed to shake off its "bad boy" tag and has brought out a brand new plan that will hopefully allow it to pull up its fiscal socks again. It currently has a whopping 3.2 billion dollar debt that needs to be refinanced and the first step of its new plan is to convince its creditors of the viability of its plan. If its creditors, including JP Morgan Chase, can be convinced then it will help other municipalities who are also in debt to recover from their financial problems, for example, Pennsylvania, Bell (California) and Harrisburg. The strategy will include steps like making improvements to management, cutting costs, financial audits and so on.

09/03/2011 SM /ATCNA

DESCRIPTION

- **Content** Keeping abreast of and having a better understanding of the insurance world.
- **Frequency** 3 news items per week
- **Size** 800 characters

EXAMPLES

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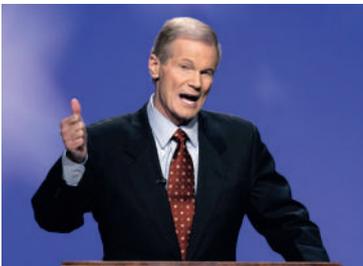


© Fotolia

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© Fotolia

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04/07/2010 AB /ATCNA

CAREERS

DESCRIPTION

- **Content** News and advice to help you to understand the world of work.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

L'Oréal launches a new recruitment platform



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L'Oréal created its first business game 18 years ago, and is once again revolutionising graduate recruitment. It is launching REVEAL by L'Oréal, an online game aimed at students from all academic backgrounds exploring different career options. As a bonus, it gives a better understanding of oneself, an insight into the world of the company and its diverse career opportunities, and possibly a work placement or a job within the Group.

Each participant takes the role of a new member of staff at L'Oréal. In a Web 2.0 universe where the real and the virtual intermingle, participants are guided to reveal their talents while discovering the company's culture and the range of jobs available. Once the game is complete, participants receive a personalised summary. The best will earn a special meeting at a subsidiary of L'Oréal in their own country.

21/11/2010 AM /ATCNA

Human Resources Barometer in French-speaking Switzerland



© Fotolia

For the third consecutive year, the Human Resources Barometer has just been published in French-speaking Switzerland. It was produced in association with 130 companies in the region. Just as in 2008 and 2009, it seems that 45% of HR professionals are involved in the strategic decisions of a company on an ad hoc basis, and 43% on a permanent basis. Consequently, HR involvement in the overall strategy of an organisation is not always widespread within companies. As in 2009, the majority of Human Resources policy is oriented towards work associated with reorganisations and improvements in the management of key competencies. There is also a growing interest in the overall ambiance in the workplace. However, few companies place any emphasis on work-life balance, sustainable development or even diversity management.

18/10/2010 AM /ATCNA

Changing job: what are managers looking for?



© Fotolia

Changing job or career is a challenge for anyone, so it is important to be aware of the latest recruitment trends. When hiring new staff, the managers of today focus more and more on enterprising candidates who possess "strong personal drive". As part of a study undertaken in Sweden by Ledarna, 2000 managers were quizzed on the characteristics they looked for in new employees. The results show a growing interest in less traditional and less quantifiable characteristics. These include:

- a capacity for self-leadership,
- interpersonal skills,
- and creativity.

The level of education is top of the list for managers aged over 60. However, for younger managers, education and experience are listed after the characteristics mentioned above.

12/10/2010 AM /ATCNA

DESCRIPTION

- **Content** Understanding the world of management, including its secrets and all the information you need to know.
- **Frequency** 2- 3 news items per week
- **Size** 800 characters

EXAMPLES

Inspirational leadership in times of trouble



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We all need to be seen and recognised but, many managers don't take this into consideration. Some even doubt that this affects all employees, even though recognition is a basic human need from a very early age. As children, we yearn to be seen and recognised by our parents. As adults, the manager plays the role of a "parent", while our colleagues are "brothers and sisters" with whom competition and jealousy can rule. An effective leader needs to take these elements of his role into account. Receiving no feedback can be worse than being criticised. Constructive "solution-oriented" criticism followed by a question is ideal: "You haven't yet achieved your objectives. Do you know how you are going to achieve them?" As a result we talk about the "coach manager": one who listens to and understands the needs of each individual employee.

27/03/2010 AM /ATCNA

Women in leadership roles: for participative and sustainable management



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In 2008, Switzerland's National Council was 30% women, while there were 23% women on the Council of States, 20% on the Canton Executive Councils and 26% in the Canton parliaments. Conversely, they only held 15% of senior roles in business circles. Recent studies have revealed that there are noticeably different management practices between the sexes. Women have a more democratic leadership style than men. Ricarda Harris, President of the organisation Swiss Business Women, affirms that if there were more mixed teams, "the current economic crisis wouldn't have happened". Harris speaks frankly, without beating about the bush: "I'm completely in favour of quotas. Otherwise, in my experience, nothing changes." Changing attitudes when 85% of decision-makers are still men is no trifling matter.

10/06/2009 AM /ATCNA

Corporate gardens: the latest trend in the USA



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In these gloomy times, and in the absence of promising career and salary prospects, more and more US employers are offering their employees the chance to cultivate a corporate vegetable garden. According to Paul Teslak, a professor in management at the University of Maryland, a corporate garden can make a real difference, and with minimal investment. The objective is to create a sense of camaraderie between employees and give them the benefit of taking produce home.

A corporate garden can also promote links with the local community, as part the harvest can be offered to local organisations. Companies are turning to this irrespective of their field of activity. At the inauguration of PepsiCo's organic garden in 2009, the Chairman and CEO Indra Nooyi saw it as "a source of inspiration for innovation in our products and operations".

01/03/2010 AM /ATCNA

DESCRIPTION

- **Content** Optimise your CV writing and job hunting.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Recruitment turns to the video CV



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Frenchwoman Marie Breton struck gold when she filmed and uploaded her video CV to YouTube and Dailymotion. Within a few days a buzz had erupted, viewings increased and encouraging reactions from bloggers were followed by success. Thanks to her initiative, Marie Breton found a job.

Her example inspired a number of emulators in Switzerland. In mid-October, Sandrine Szabo (founder of Profession-web.ch) and video producer Thierry Weber offered students and companies in Lausanne an opportunity to try out this new medium. The result: once the initial surprise had passed, reactions were rather enthusiastic. The video CV seems particularly well-suited for careers in communications and sales. So, are HR departments convinced? We'll see. In the meantime, this new tool is gradually gaining ground.

10/05/2007 FV /ATCNA

Wanted: computer scientists and financial experts



© Fotolia

Today, the Internet is an incontrovertible tool in the search for work. In the United States, 40% of recruitment is achieved via the Web. The myriad sites available to us are an awesome accelerator when it comes to putting recruiters and jobseekers in touch with each other.

In Switzerland, the website Jobs.ch is launching two search portals aimed at the booming professions in computer science and finance. Focussing on sectors enables candidates to find suitable offers of employment, as Mark Sandmeier, CEO of Jobs.ch, explains: "These platforms allow you to gain a better understanding of the overall sector and it facilitates the exchange of information. In this way, we can also reach workers who are not looking for work and who are of greater interest to employers." So, get ready to click!

01/07/2010 MP /ATCNA

A CV for Europeans



© Fotolia

At a time when mobility is more common than ever, the European Commission is proposing a system to standardise CVs. Applying for training or a job abroad will be as easy as it is in your own country. In any event, that is the promise of the European Commission.

Viviane Reding, responsible for Education and Culture in Brussels, declared: "Whilst European citizens are in theory entitled to undertake training and to work anywhere in the European Union, there are still a large number of practical obstacles, one of which is obviously recognition and transparency of qualifications. Presenting skills and experience clearly and comparably is a step in the right direction." So visit the website Europass. You will see that the European CV places as much emphasis on skills acquired in a professional context as those obtained elsewhere.

27/10/2008 NBo /ATCNA

DESCRIPTION

- **Content** Professional coaching to increase your potential and well-being at work.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Putting your best foot forward in 2011



© Fotolia

One year has come to a close and another begins... Take stock to ensure that 2011 equates to satisfaction and balance. What is your assessment of 2010? Your fulfilments and your joys? What was important to you and your development? Who gave you support and positive energy? What gave you strength? What wore you out? Who was a negative influence on you? What enabled you to develop and achieve your objectives? What made you happy?

Make a note of your answers and develop your thoughts for 2011... What do you want to keep? What do you want to develop? What do you want to leave behind? What do you want to achieve? What are the key stages to achieving your objectives?

We hope that this new year will bring you success, happiness and serenity!

05/01/2011 AM /ATCNA

More fulfilment at work



© Fotolia

We spend more than a third of our lives at work, so let's decide right now to aim for more fulfilment in our professional lives. If dissatisfaction at work tires us out, causes stress and makes us less effective, then fulfilment in the working environment gives us energy and improves our performance. The following affirmations will help you achieve a certain degree of well-being:

- I am aware that I can be happy at work, provided I have taken the decision.
- I know how to express my needs and to communicate them to those around me. Others cannot guess what motivates me or gives me energy.
- I don't need to crush others or compare myself to others to feel better.
- I can have a "bad day" at work. I know it will be better tomorrow.

It's up to you!

21/07/2010 AM /ATCNA

Managing your return to work



© Fotolia

If you find it difficult to return to work, tell yourself you are not alone. In France, 36% of workers return to work reluctantly. Even so, it is the ideal time to make some new resolutions. Here are a few tips for those who want to successfully return to work after a holiday. Consider it a new start, an opportunity to change what you don't like. What would you like to change? What would you like in its place? Take the time to build the future. What is important to you over the next few months? Give yourself time to think and set realistic objectives. Outline a strategy to organise your personal time. Keep a minimum of two hours free in your diary each week to recuperate, exercise, do something you enjoy. Make the most of the fact that your colleagues are detached as well as the energy you have accumulated during your holidays to take stock with them. Enjoy your return to work!

26/11/2010 AM /ATCNA

SPORTS

DESCRIPTION

- **Content** Formula 1 from every angle: results, rumours, team news...
- **Frequency** 3-5 news items per week
- **Size** 500 characters

EXAMPLES

More information on "Formula One" game



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Games publisher Codemasters has announced that its next racing simulation game "Formula One" won't be available until 2010. The title will be released for PC, Xbox 360 and PlayStation 3. The British video game publisher acquired a licence to adapt the official Formula 1 championship almost a year ago. However, the title "Formula One 2009" should be available on the Wii and PSP consoles from next autumn.

24/04/2009 YC /ATCNA

HP enters Formula 1 with the Renault team!



© All Rights Reserved

Hewlett-Packard announced a partnership with the ING Renault F1 Team at the launch of its new racing car, the R29. HP will provide high-spec equipment to support the team over the next two years. To create simulations to develop the car, HP has equipped the research centre at Enstone (UK) with powerful servers, while the design and analysis departments are equipped with the latest 3D imaging technology. Mobile HP workstations collect and analyse data during races on tracks around the world. The partnership reflects Formula 1's now inextricable links to computing!

28/01/2009 YC /ATCNA

Rubens Barrichello's celebration



© All Rights Reserved

Audemars Piguet first unveiled its Royal Oak Offshore Rubens Barrichello chronograph in 2006, in tribute to the well-known Brazilian racing driver, showcasing the watch to the local and international press in the wonderful city of Istanbul. The Turkish city provides the backdrop to Mr Barrichello's latest achievement, in 2008, as he breaks the record for the most Grand Prix entries. Audemars Piguet has designed an exclusive timepiece to celebrate its ambassador's outstanding career.

15/05/2008 AB /ATCNA

DESCRIPTION

- **Content** Non-stop tennis news featuring stories from on and off the courts.
- **Frequency** 3-5 news items per week
- **Size** 500 characters

EXAMPLES

"Virtua Tennis 2009": to launch later than planned



© All Rights Reserved

The game "Virtua Tennis 2009" was originally planned for release on 22nd May. However, the publisher Sega has just announced its postponement. The tennis simulation game, which will be released on PC, PlayStation 3, Xbox 360 and Wii, has in fact been delayed until June, with no explanation other than the excuse of adding finishing touches. "Virtua Tennis 2009" will be based on the third instalment in the series and will also offer a range of new fun mini games. Gamers can, for example, train whilst smashing cubes like in "Tetris", or even whilst feeding animals. Furthermore, tennis fans can look forward to taking on the roles of Rafael Nadal and Roger Federer, the two best players in the world.

08/05/2009 BF /ATCNA

John McEnroe makes a stand on health issues



© All Rights Reserved

The American tennis player John McEnroe became a legend as much for his spectacular playing as for his memorable outbursts! But this bad boy image has now been turned upside down. The former sporting professional has agreed to lend his image to a preventive health campaign. He is working with the pharmaceutical company GlaxoSmithKline to make men aware of potential problems they may encounter with their prostates. So, we will be seeing John McEnroe in TV slots and on a website. Now aged 50, the star feels more and more concerned about his health and is encouraging men of his generation to do the same.

26/03/2009 YC /ATCNA

Djokovic takes to the air!



© All Rights Reserved

On Sunday 18th January, on the eve of the Australian Open, Novak Djokovic could be seen playing shots on a raised court about two metres above the ground! His German sponsor, Adidas, didn't hold back, putting on a very lavish promotional event. The young Serbian player, aged just 21, carried off the 2008 edition of the first Grand Slam tournament of the season and is currently ranked third in the world. Djokovic will no doubt be able to count on the new range of Adidas "Falcon" shoes, which he is promoting, to help unseat Rafael Nadal, the current number one.

19/01/2009 YC /ATCNA

DESCRIPTION

- **Content** All the news from the world of surfing & fun sports, including event announcements and results, as well as tests of the latest equipment.
- **Frequency** 3-5 news items per week
- **Size** 500 characters

EXAMPLES

Red Bull Air Race World Championship reaches Australia



© All Rights Reserved

Perth in Australia will host the final showdown of the Red Bull Air Race World Championship on 1st and 2nd November, when the 2008 title will go to Hannes Arch (Austria) or Paul Bonhomme (UK). Over 300,000 people will line the banks of Perth's Swan River to see it. The runway will be at Langley Park, the site of Perth's airport in the 1920s, giving the pilots a fantastic view of the race track from their hangars. Aviation expert Drew Searle believes that some subtle changes to last year's track design will make for interesting and unpredictable results.

21/10/2008 YC /ATCNA

Kiteboard Pro World Tour: final results



© All Rights Reserved

After four days of wind, the prize giving ceremony of the Essaouira Kiteboard World Cup 2008 took place at the beautiful Hotel Atlas Essaouira & Spa. The governor of Essaouira came to congratulate all the competitors for their performances and thank the organisers for the success of the event. Helped along by amazing wind and wave conditions, they completed three disciplines: Freestyle, Wave and Course Racing. The riders of the KPWT have reached a very high standard and are really astonishing on the water, their performances getting even better every season.

MEN'S FREESTYLE RESULTS

1. Jesse RICHMAN (USA)
2. Leander VYVEY (BEL)
3. Antoine AURIOL (FRA)

WOMEN'S FREESTYLE RESULTS

1. Ania GRZELINSKA (POL)
2. Kristin BOESE (GER)
3. Marine SUDRE (AUS)

18/11/2008 YC /ATCNA

Stephanie Gilmore claims ASP Women's World Title



© All Rights Reserved

Stephanie Gilmore (AUS) scooped her second consecutive ASP Women's World Title today with an emphatic win at the Roxy Pro at Sunset Beach, ripping through the 1.5 metre waves at Sunset Point to defeat fellow finalists Silvana Lima (BRA), Jessi Miley-Dyer (AUS) and Nicola Atherton (AUS). The decisive event saw some shock eliminations. Gilmore said: "I had no idea this was going to happen... It feels unbelievable!" Lima led from the outset, but when waves were scarce towards the end, Gilmore found a walling right-hander and tore it to pieces to walk away with victory.

27/04/2009 DD /ATCNA

DESCRIPTION

- **Content** All the news about basketball: results, sport stars, tournaments...
- **Frequency** 3-5 news items per week
- **Size** 500 characters

EXAMPLES

LeBron James shifts towards the cinema



© All Rights Reserved

US basketball player LeBron James takes on his movie role as himself in "Fantasy Basketball Camp". This comedy from Universal Pictures and Imagine Entertainment will be produced by Brian Grazer ("8 Mile").

The story centres on the lives of five men from different backgrounds who go to Las Vegas to fulfil a dream: to play a game with LeBron James. However, sharing the court with their hero is not enough... They go on to share all their problems, ranging from the serious to the idiotic! Filming of "Fantasy Basketball Camp" should begin next summer.

17/09/2009 BF /ATCNA

Turkey at the top



© All Rights Reserved

The basketball world championship final will see the United States confront Turkey. The young Kevin Durant, who plays for Oklahoma City, should be the key player of the match, which will take place on Sunday in Istanbul.

Qualifying for their seventh world championship final, the USA are the favourites, but Turkey will be playing at home, benefitting from the support of a wild crowd. Experienced and confident, the American players will face the Turks buoyed up by their success. The match promises to be exciting and we could be surprised.

01/02/2011 YB /ATCNA

"NBA Elite 11" canned!



© All Rights Reserved

The top basketball game series "NBA 2K" now stands unchallenged. There will be no 2011 version of its main rival, "NBA Elite". The announcement of its postponement in late September was odd, but we did not expect "NBA Elite 11" to be completely canned! After all, the title already had a playable demo and the marketing campaign had begun.

We don't know if the decision is due to publisher EA's financial difficulties or the mediocre quality of the game. Whatever the case, the franchise will go to Tiburon studios in Florida, so it should survive.

01/02/2011 YB /ATCNA

DESCRIPTION

- **Content** All the soccer news: match results, money issues and entertaining news stories.
- **Frequency** 3-5 news items per week
- **Size** 500 characters

EXAMPLES

David Beckham becomes a designer



© All Rights Reserved

English footballer David Beckham has a great physique that has impressed women all over the world. We have often seen him modelling, promoting certain brands of underwear. From now on, the football icon will be even more involved in activities off the pitch. He is about to launch his own range of sports clothing for Adidas, which he will design himself. This new autumn and winter collection aims to be classy, made from materials like leather, cashmere and silk. Bizarrely, David doesn't plan to model for his own collection. His female fans will be bitterly disappointed!

30/04/2009 DD /ATCNA

Anniversary watch for Inter Milan



© Paul Picot

A special event deserves a special watch! The Italian football club Internazionale Milano chose Paul Picot to design an anniversary watch that reflects the club's values and long tradition. The result is the Paul Picot "Technograph F.C. Internazionale". It is not just success that has made Inter Milan legendary, but the emotions and passion that the club embodies. Emotions and passion also typify Paul Picot's timepieces. This watch is a perfect union of great watchmaking and original design or, in other words, tradition and passion.

30/04/2008 YC /ATCNA

"PES 2009" gets updated



© All Rights Reserved

Last autumn's new instalment of "Pro Evolution Soccer" restored the franchise to favour in the eyes of many gamers. After the weak 2008 version, the 2009 edition has improved gameplay and more refined graphics. Its publisher Konami has just announced an update offering improved realism. This is available via the game's interface and incorporates the latest player transfers in the various European championship leagues. Furthermore, no fewer than 200 additional footballers have been added. This update is for PlayStation 3, Xbox 360 and PC.

19/02/2009 DD /ATCNA

CARS & MOTORBIKES

DESCRIPTION

- **Content** Launches and news: key information about the automotive industry.
- **Frequency** 3-5 news items per week
- **Size** 800 characters

EXAMPLES

The Cadillac gets connected



© All Rights Reserved

The company Autonet Mobile has kitted out the Catera Touring Sedan, from the carmaker Cadillac, with WiFi connectivity. From now on, those who purchase this prestigious car will be able to freely surf the Internet or reply to emails via their laptop or smartphone. Initially, this option will only be available in the United States. For Autonet Mobile, it represents its first partnership with a luxury brand. However, if you purchase a car fitted with this equipment you will have to pay a monthly charge, which will amount to the not-insignificant sum of 29 dollars.

01/05/2009 YC /ATCNA

New Volvo S80 joins the luxury saloon segment



© All Rights Reserved

With a brand new sporty chassis to increase driving pleasure, the new Volvo S80 can proudly call itself a member of the luxury saloon segment. Indeed, it can boast a more elegant and original design, a more refined interior and a range of improved engines. The cockpit has become a little more luxurious, but above all it is highly practical, with a new steering wheel, floating centre console, improved instruments and aluminium dials. The seats are covered with soft Scandinavian leather and provide lumbar support for more comfortable sitting. The builders of the Volvo S80 have reduced its fuel consumption to 6.2 l/100 km and its CO2 emissions to 164 g/km, which was not achieved before due to its size and performance.

17/03/2009 CM /ATCNA

The urban vehicle of the future



© All Rights Reserved

General Motors and Segway have signed a partnership agreement for the construction and marketing of the PUMA. This consists of a small two-seater car on two wheels, which is environmentally friendly and suitable for city driving. Powered by a lithium ion battery, this machine runs on electricity and can travel for about 40 kilometres on a single charge. In addition, the PUMA is equipped with an unusual but promising gadget that allows you to transmit data to other vehicles. This communicative vehicle can let other road users know about incidents like traffic jams and accidents. The development of the PUMA comes in response to pressure from the US government to force General Motors, on the back of its financial difficulties, to start thinking about sustainable development.

10/04/2009 YC /ATCNA

DESCRIPTION

- **Content** Bikes for the track or the city, luxury or innovative models, all are revealed in all their various incarnations.
- **Frequency** 3-5 news items per week
- **Size** 800 characters

EXAMPLES

On your bike but still in touch!



© All Rights Reserved

The French manufacturer Parrot has launched a new version of its handsfree kit for two wheeled Vehicles, which is compatible with all types of crash helmet. Fitted with an elongated flexible wireless Bluetooth microphone, this second generation device includes an FM RDS tuner and is designed to make and receive calls in complete safety without any need to stop and get out your mobile. Responding to the sound of the driver's voice to dial, answer a call or choose a radio station, it is fitted with an innovative system that automatically adjusts the sound volume depending on speed and ambient noise. To ensure you drive safely, Parrot also supplies a wireless remote control, which attaches to the handlebars, allowing you access to the functions without letting go the handlebars. It has 10 hours of battery life. The price of the SK4000 kit is 199 euros.

23/04/2009 EBI /ATCNA

Speed Triple special anniversary edition



© All Rights Reserved

The Speed Triple is today the most popular version of the very first Hinckley with more than 35,000 sales since its launch in 1994. The Speed Triple is so important for Triumph that for the first time ever, the owner of the brand, John Bloor, has authorised the use of his signature on the bike's fuel tank. This limited edition is available in Phantom Black with hand painted stripes on the wheel trim to go with the 15th Anniversary Special Edition decals on the rear bodywork and flyscreen, giving this 15th anniversary edition a very dynamic look.

18/11/2008 YC /ATCNA

A hybrid quad bike



© All Rights Reserved

The company 3Z Scale has just released the remote controlled quad BullDog Rider. The unusual thing about this gadget is its ability to amuse its user in two very distinct ways. This hybrid toy has the singular ability of being able to transform itself, at a whim, into an entirely drivable vehicle. Consequently, after having manoeuvred it using the remote control and experienced the responsiveness of its 110cc, four stroke engine, you can switch it to the manual driving mode. The BullDog Rider is a third of the size of a normal quad, making an adult look rather like a giant when sitting on the machine! However, it is a pity that you can't climb aboard and let yourself be guided by someone else, because once the manual driving mode is activated, the remote control won't work anymore...

09/11/2005 EK /ATCNA

ENTERTAINMENT & PEOPLE

DESCRIPTION

- **Content** All the news about stars and other celebrities (from the world of TV, sports, fashion...).
- **Frequency** 20 news items per week
- **Size** 800 characters

EXAMPLES

Kelly Osbourne wants less...



© All Rights Reserved

The British singer and actress Kelly Osbourne (who is 25 in October) has stated that she doesn't like her boobs, believing them to be too large. "I want a size in between a B and C cup that you don't need to wear a bra with", she explained to a Daily Mail (UK) journalist. The daughter of Sharon and Ozzy Osbourne (Black Sabbath) hopes to go under the knife before her wedding, which is planned for next year. Her fiancé is the young and androgynous, but very charming model Luke Worrall, who is several years her junior at the tender age of 19. She has already been in touch with a well-known plastic surgeon, so her intentions are clearly serious. And as for the wedding date for the two lovebirds to tie the knot? It is still to be revealed.

11/08/2009 DD /ATCNA

Eva Longoria involved in an accident!



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Eva Longoria seems to be a victim of her own hyperactivity at the moment. So much so that on the legendary Hollywood Boulevard, she didn't see a car as she was leaving her own restaurant, called Beso. The accident was inevitable! Luckily, Tony Parker's wife wasn't badly hurt, she just had a bit of a scare. She came away from the incident with just a few minor injuries, even though it was her car that took the brunt of the impact. The other driver also suffered only minor cuts and grazes.

The beautiful brunette from "Desperate Housewives" was almost certainly thinking of other things. She may well have been remembering those mocking jibes that have recently erupted on the net about her. Her performance as a rapper in a video promoting the MTV European Music Awards didn't go unnoticed!

22/10/2010 YC /ATCNA

Milla Jovovich to design her own wedding dress



© All Rights Reserved

Originally from the Ukraine, Milla Jovovich is now an American top model and actress well known for her lead roles in "The Messenger: The Story of Joan of Arc" and "Resident Evil". However, she is also a fashion designer inspired by the 1960s. She has developed a clothing line called Jovovich Hawk for the chic girl about town with her friend Carmen. Now, she is to create her own wedding dress, which she describes as: "a white mini, super simple, but beautiful, in the spirit of Sharon Tate", who was the wife of the director Roman Polanski before she was murdered in August 1969. Divorced from Luc Besson, Milla Jovovich is getting ready to marry the American director Paul Anderson, whom she met when filming "Resident Evil" and with whom she has one child.

14/08/2009 DD /ATCNA

DESCRIPTION

- **Content** All the news from the movie world: releases, on-set reports, reviews, ratings, festivals...
- **Frequency** 20 news items per week
- **Size** 800 characters

EXAMPLES

Gwyneth Paltrow: family love meets passion for cinema



© ATCNA

Apparently, Gwyneth Paltrow has a predilection for family work. After answering to her mother Blythe Danner in "Sylvia", then playing the heroine of "Duets" under the direction of her deceased father Bruce, the beauty is now going to benefit her brother Jake with her immense acting talent. The actress has just accepted a part in "The Good Night", a romantic comedy entirely written and produced by her younger brother. She will appear alongside Morgan Freeman, who she starred with in "Seven", and Simon Pegg, the inerrable Mr Nice in "Guest House Paradiso". The film portrays a man in search of perfection and unfolds in the heart of New York, a fact that will not stop the majority of the film from being shot at studios in Ealing in London from 7th November. Go on Gwyneth, get to work! The family is counting on you...

12/10/2005 CW /ATCNA

Indiana Jones to be killed off?



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Is the most daring archaeologist of all time about to be killed off? The news has been spreading across the Internet for several days, following the publication of comments supposedly made by Harrison Ford about the next instalment in the cinema adventures of Indiana Jones. The actor, famous for the scar on his chin, has played the hero four times and has apparently confessed to have had enough. Harrison Ford supposedly asked producer George Lucas and director Steven Spielberg, who are currently working together on writing the script for "Indiana Jones 5", to put an end to the intrepid adventurer once and for all! However, it seems that it is too early to mourn old Indy just yet. Harrison Ford's agent has denied the comments that had been attributed to the actor. Whatever happens, Shia LaBeouf, who has played Indiana Jones' son since the last film, has just the right profile to carry the series forward.

21/12/2010 YC /ATCNA

Star Wars creator's animation studio in Singapore



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George Lucas, the creator of Star Wars, inaugurated a digital animation studio in Singapore on 27th October. Entirely dedicated to television and cinema productions, Lucasfilm Animation Singapore will be along the same lines as Industrial Light and Magic and Lucasarts, but with the desire to innovate the digital industry. Cliff Plummer, its technical director, explained that they are calling not only on technology but also on the experience and techniques developed by Industrial Light and Magic and Lucasarts to train a new generation of artists at the Singapore studio. Currently, the team is working on its first TV series entitled "Clone Wars". This animated project will be based on the events that follow Episodes I, II and III in the popular "Star Wars" saga, and will be broadcast over the course of 2007.

03/11/2005 CW /ATCNA

DESCRIPTION

- **Content** All the latest news about film releases on DVD and VOD, selected and with commentaries.
- **Frequency** 3-4 news items per week
- **Size** 800 characters

EXAMPLES

Passionate portrait of the Facebook era



© All Rights Reserved

Harvard student Mark Zuckerberg (Jesse Eisenberg) has just been dumped by his girlfriend. In a drunken rage, he hacks into the university's IT system and creates a website for ranking female students. This impressive act attracts the attention of the Winklevoss twins, who approach him to propose working together on creating a site for building friendships. However, Zuckerberg develops the idea for himself and soon launches what will later become Facebook. Bringing the supposed birth of Facebook to the big screen enabled the always excellent David Fincher ("Fight Club", "Zodiac") to tackle universal themes like desire for power, money, friendship and betrayal. "The Social Network" is a rousing film that paints an acerbic portrait of the era that gave rise to virtual identities. The DVD bonus features match the quality of the film, including a fascinating making-of.

28/02/2011 YC /ATCNA

Six feet under



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After being kidnapped in Iraq, Paul Conroy (Ryan Reynolds) finds himself in an inextricable situation. He is buried underground somewhere in the vast desert along with a cigarette lighter, a half-charged mobile phone and a rapidly diminishing oxygen supply. His only chance of extracting himself from this tomb will be by using these objects wisely.

"Buried" offers 90 minutes of pure claustrophobia. This will be unbearable for some, but fascinating for others, as the film uses a strong script to overcome its other limitations. Relying almost entirely on the acting skills of Ryan Reynolds, performed in a extremely tight space, this Spanish-produced film by an almost-unknown director was definitely one of the best productions of 2010. The DVD includes a bonus behind-the-scenes feature.

30/03/2011 FF /ATCNA

Megamind: a charming supervillain



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Just before their planet is wiped out, two alien babies are sent on an emergency voyage to Earth. They are then educated in diametrically opposed environments, giving each a completely antagonistic set of values. The good Metro Man uses his super powers to become the protector of Metro City. The ingenious Megamind basks in his role of chief villain. However, once the nice guy is out of the picture, will the baddy lose his reason for living?

"Megamind" is a parody of good vs evil sci-fi films and its use of stereotypical characters is very much tongue in cheek. The film is particularly worth watching for the originality of its tragic antihero, who in the end earns our sympathy. The Blu-ray is much more abundant in bonuses than the DVD edition, offering a short film and a mass of information about the film's creation.

14/04/2011 YC /ATCNA

MUSIC

DESCRIPTION

- **Content** All the latest news about music and artists from all genres.
- **Frequency** 20 news items per week
- **Size** 800 characters

EXAMPLES

Madonna: looking for mad musicians



© All Rights Reserved

It is two and a half years since Madonna last released an album, and her fans are chomping at the bit. Now it has been confirmed that the follow-up to "Hard Candy" (2008) will be released in 2011! La Ciccone announced the good news a few days ago via Facebook: "It's official! I need to move. I need to sweat. I need to make new music! Music I can dance to."

The most surprising news comes in the rest of the message published on the Material Girl's Facebook page. The pop queen has launched an appeal in the aim of finding the right people to collaborate with for her next recording adventure: "I'm on the look out for the maddest, sickest, most badass people to collaborate with. I'm just saying..." Something tells us that candidates will soon be queuing up at her door!

21/12/2010 JM /ATCNA

The Strokes back in the studio!



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It's official: The Strokes are a band we can depend on again! After the difficulties they experienced recording "Angles", we might have imagined that the group would never make a follow-up. However, the lukewarm critical response to the new album did not prevent singer Julian Casablancas giving a triumphant performance at the recent Coachella Festival in the Californian desert.

The Strokes are visibly stoked about their return to the stage and now intend to release a follow-up to the painful "Angles" in record time. Indeed, the upcoming album is already taking shape! On 25th April, bassist Nikolai Fraiture announced on Twitter: "Super excited to go in to the studio today and work on some new ideas! I'll keep you posted!" Relations between the five New Yorkers seem to be much better than they were a few months ago.

26/04/2011 YC /ATCNA

Lady Gaga triumphs



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The Brit Awards are like a musical counterpart to the Oscars: a huge bash put on to recognise the achievements of British and international artists. The big winner of 2010 was Lady Gaga, who picked up 3 awards: Best International Female, International Album and International Breakthrough. Lily Allen seemed shocked to be named Best British Female, while rapper Dizzee Rascal was the surprise winner of Best British Male, ahead of Mika and Robbie Williams.

However, Robbie took away the award for Outstanding Contribution to Music, which should be more than sufficient consolation. Jay-Z was named Best International Male. "(What's the Story) Morning Glory?" was awarded the title of Best British Album of 30 Years. Liam Gallagher accepted the trophy, glaringly omitting brother Noel from his thank-you speech.

17/02/2010 JM /ATCNA

DESCRIPTION

- **Content** News and reviews of releases by major and independent music labels.
- **Frequency** 3-4 news items per week
- **Size** 800 characters

EXAMPLES

Moby sounds subdued



© All Rights Reserved

Over ten years after the phenomenal "Play", which was mined to exhaustion by advertising agencies, Moby offers us "Destroyed". With this tenth album, the famous bespectacled musician has tried to make the most of his insomnia and create a kind of summing up of his career. This is an eclectic, unbalanced album that contains some good moments, like the compulsive "Be the One" and the atmospheric "Lacrimae", with its touching electronic lyricism. On tracks like these though, Moby caricatures himself and does not really invent anything new. By continuing to draw from a trademark sound that is showing its age, especially on female vocal-led dance tracks ("The Low Hum"), the bipolar artist seems to admit his impotence. Although used well, the white nights have unfortunately only provided Moby with a muted level of inspiration.

23/05/2011 JM /ATCNA

Question marks over J.Lo's comeback



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Why is it that so many female singers are now relaunching themselves as electro-pop artists? After Britney's rather painful comeback, now it is Jennifer Lopez's turn to treat us to a packaged, predictable set of sounds. Did their producers work together? Possibly - in fact, the star's own company, Nuyorican Productions, is behind several of the tracks.

"Love?" is the Latin bombshell's sixth English-language studio album and it reveals few surprises. Too many electronic sounds ("Hypnotico"), too much pure dance ("Papi") and too many vocal effects ("Good Hit"). In short, it's tiresome. Even the first single, "On the Floor", is far from revolutionary. This duet with Pitbull, which makes use of the famous "Lambada", sounds like yet another spin-off of the Cuban rapper's hit "I Know You Want Me". For her latest return, J.Lo sounds way off target.

05/05/2011 JM /ATCNA

Beastie Boys turn up the heat again



© All Rights Reserved

The Beastie Boys, hip hop's most ironic collective, have finally released their new album. Two years ago, while the band was finalising "Hot Sauce Committee Part One", MCA discovered that he had cancer. Work on the album was adjourned to allow the MC to fight his illness. For their return, the hip hop dandies decided to bypass the cursed album and move straight on to its sequel.

"Hot Sauce Committee Part Two" shuns current trends. The simmering trio knocks up an old-school sound out of the ingredients that first assured its success: a blend of scratches, punk-rock riffs and funky grooves. The resulting dish is garnished by Mike D, Ad-Rock and MCA's typically image-laden flow.

The Beastie Boys also try out a few new recipes. Reggae fans will relish the bouncy "Don't Play No Game That I Can't Win", which features the always excellent Santigold.

04/05/2011 JM /ATCNA

DESCRIPTION

- **Content** Selection of commentaries on the best musical events, based on a range of criteria such as location, style and date. The content is prepared by country, region by region.
- **Frequency** 3 news items per week
- **Size** 500 characters

EXAMPLES

Woodstock celebrates 40 years



© All Rights Reserved

Images of long-haired young hippies romping in the mud have long formed part of our collective memory of Western pop-culture history. This is also the perfect description of the legendary 1969 Woodstock Festival, which celebrates its 40th anniversary this year. Festivities will take place on 15th-16th August in New York State (USA) and 22nd-23rd August in Berlin (Germany). Little has been said so far about which artists will perform on this occasion. The organisers are hoping to book The Who and Carlos Santana, who played memorable sets at the original Woodstock. Whoever is there, hopefully this time the spirit of peace and love will prevail, which was not exactly the case on the 30th anniversary!

23/03/2009 JM /ATCNA

Blur invites top bands to reunion gig



© All Rights Reserved

The legendary Britpop group Blur will be giving two concerts, on 2nd and 3rd July, in Hyde Park (London) to mark the occasion of its reforming. The combo, led by the charismatic singer Damon Albarn, decided to make these two evenings unique by programming different supporting acts to open each concert. Consequently, at the 2nd July event, spectators will be able to put their hands together for opening acts including Foals and Crystal Castles. The following evening, Vampire Weekend and Amadou & Mariam will take over opening the festivities.

16/04/2009 DD /ATCNA

Goddess Kylie



© All Rights Reserved

The Australian singer, Kylie Minogue, has not performed in Europe for two years! She is coming back, sexier than ever, with a new tour called "Aphrodite". If the first performance will be held in February in Denmark, Kylie will have you dancing in London from April 7 to 12. This spectacular show, which draws its inspiration from mythology, will be held at the O2 Arena. A triangular stage will allow fans to admire the star from all sides. Watch out... It seems that the staging is full of surprises...

15/01/2011 NBo /ATCNA

CULTURE

DESCRIPTION

- **Content** Programme of forthcoming attractions to help avoid missing any cultural events.
- **Frequency** 3 news items per week
- **Size** 500 characters

EXAMPLES

The San Diego Latino Film Festival



© All Rights Reserved

Seems like a buffet of films has been spread out! You might be spoilt for choice as more than 180 films, from full-length to shorts, are going to be shown over 11 days until 20th March at the UltraStar Mission Valley Cinemas in San Diego. You have a choice between buying a ten dollar ticket for one show, a 90 dollar pass for a few shows or a 180 dollar pass for seeing all the movies in the festival.

San Diego Latino Film Festival
UltraStar Mission Valley Cinemas
Hazard Center, San Diego
www.sdlatinofilm.com

25/02/2011 SM /ATCNA

Providence's St. Patrick's Day Parade



© All Rights Reserved

Be at the State House for the St. Patrick's Day parade in Rhode Island on 17th March and enjoy the multitude of activities and events that have been planned. In terms of food, you can indulge in creamy "zeppole" or try traditional Irish delicacies. Otherwise, just enjoy listening to the live music and join in with some step dancing if you feel inspired. St. Michael's Social Ministries to the Poor has organised this event and it is sure to be a fun-filled affair for the whole family.

St. Patrick's Day
State House, Rhode Island
17th March, 2 to 10.30pm

02/03/2011 SM /ATCNA

Venitian stroll



© All Rights Reserved

The National Gallery of Art in Washington is hosting the exhibition "Venice: Canaletto and His Rivals". There, you will discover masterpieces created in the 18th century by the master of Venetian painting, Canaletto. A leading representative of vedute (landscape painting), this painter emphasises the urban landscapes of his home city. Thus, the seaside location is celebrated in a masterly way in this exhibition, which also honours some of the master's rivals, such as Francesco Guardi and Bernardo Bellotto.

Venice: Canaletto and His Rivals
National Gallery of Art, Washington
20th February to 30th May 2011

20/01/2011 NBo /ATCNA

DESCRIPTION

- **Content** Programme of forthcoming events to help avoid missing any opportunity to enjoy classical music.
- **Frequency** 3 news items per week
- **Size** 700 characters

EXAMPLES

"Lucia di Lammermoor" Revival



© All Rights Reserved

Natalie Dessay is back in the lead role of "Lucia di Lammermoor", which is a Mary Zimmerman production. Natalie Dessay plays the role of an older singer in this revival of the famous musical that first premiered in 1835 in Italy. This revival is conducted by Patrick Summers and also stars Joseph Calleja as the hero Edgardo, as well as Ludovic Tézier and Kwangchul Youn as Raimondo.

Metropolitan Opera, New York
19th March 2011
www.metoperafamily.org

07/03/2011 SM /ATCNA

"Dance: Under The Influence"



© All Rights Reserved

The second performance of "Dance: Under The Influence" is going to be held in the small but exclusive Museum of Arts and Design theatre. Here, works will be offered by artists such as by Miro Magloire, the founder of the New Chamber Ballet, as well as the choreographer Ben Munisteri, who combines ballet with modern dance. "The Dying Swan" will be performed by Michele Wiles who is from the American Ballet Theatre and a discussion will be held after all the performances are over by Virginia Johnson from the Dance Theatre of Harlem.

Museum of Arts and Design, New York
6th March at 7pm
www.madmuseum.org

06/03/2011 SM /ATCNA

The Berlin Orchestra at the Folly



© All Rights Reserved

The unique performance by the Akademie für Alte Musik Berlin (Berlin Academy of Early Music) at the Folly Theatre will catch the fancy of many music lovers. It is sponsored by the Friends of Chamber Music and has 15 players who use the same musical techniques that were used about 400 years ago, in the 17th and 18th centuries. They play extremely well without the help of a conductor and will leave Kansas City hungry for more.

Folly Theatre, Kansas City
11th March 2011
www.follytheater.org

01/03/2011 SM /ATCNA

DESCRIPTION

- **Content** Presentations of literary releases from grand historical narratives to personal stories, fiction and autobiographies.
- **Frequency** 3 news items per week
- **Size** 700 characters

EXAMPLES

The world of tea



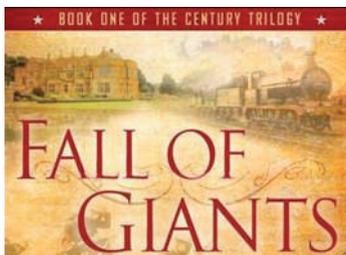
© All Rights Reserved

Here is a boxed set comprising a book and CD which should delight lovers of infused beverages! The authors suggest 10 ports of call along the tea routes... through music! Enough to discover the tea drinking rituals that vary from country to country. Because a cup of tea isn't enjoyed in the same way in China as it is in Japan, India, the United Kingdom, the United States, Morocco or Mali. In all these countries, music may accompany the imbibing of the brew, enhancing the social aspect of the moment. The boxed set reveals the "technical" details associated with preparation, the necessary utensils, infusion times, tea varieties, and how to create the right mood at home. A journey for the taste buds and the ears that is guaranteed to take you away!

TEABOX, Rituals and music from the world of tea, Lydia Gautier & Olivier Kaba, Pub. La Martinière Styles

07/11/2010 MP /ATCNA

A thrilling saga



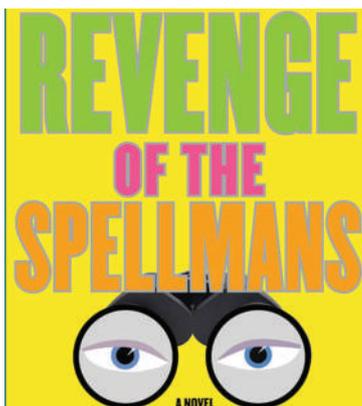
© All Rights Reserved

Between 1911 and 1924, from Washington to Saint Petersburg and from London to Berlin, the fates of five families interweave and collide, from the depths of Welsh mines to the corridors of power. Passion, intrigue, luck... Ken Follett blends the whole gamut of human emotions to give form to ambitious, engaging characters, who brave obstacles to survive the tragedies that threaten to engulf them. The Welsh author admits: "it was quite complicated to write because I wanted each character to be part of the major events of the time as well as maintaining a real personal trajectory". An epic tale just as we like them, incorporating history, espionage, love and the class struggle.

Fall of Giants, The Century Trilogy, Vol.1, Ken Follett, Pub. PanMacMillan

10/09/2010 MP /ATCNA

A frantic investigation



© All Rights Reserved

A neurotic detective from a wacky family, Izzy Spellman attempts to rebuild her life as a bartender. But her interfering parents together with her kindly boss decide to make sure she doesn't waste her talents as an investigator. So she sets off on the mysterious trail of a woman who has done nothing wrong, spying on her repressed brother and honing her skills as a mediator for her smart sister, all in between two therapy sessions with her shrink to whom she aims to reveal as little as possible. A light comedy to savour without developing a headache, even on the concourse of an overcrowded station!

Revenge of the Spellmans, Lisa Lutz, Pub. Pocket Books

07/07/2010 LDC /ATCNA

DESCRIPTION

- **Content** Programme of forthcoming theatrical events to help avoid missing anything.
- **Frequency** 3 news items per week
- **Size** 600 characters

EXAMPLES

Whoopi Goldberg honoured by Drama League



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The Drama League has announced the list of winners for its 2011 Special Recognitions and the awards will be presented at The 77th Annual Drama League Awards Ceremony and Luncheon at the Marriott Marquis Hotel on 20th May. The Unique Contribution to the Theatre Award will be given to Whoopi Goldberg, the Distinguished Achievement in Musical Theatre Award will be given to Liza Minnelli and the Julia Hansen Award for Excellence in Directing will be given to Susan Stroman.

Marriott Marquis Hotel, New York City
Tickets available at (212) 244-9494

07/03/2011 SM /ATCNA

"Emma" at the University of Evansville



© All Rights Reserved

Don't miss the special performance by the students of the Department of Theatre at the University of Evansville who are going to stage a play called "Emma" by Howard Zinn. It is about Emma Goldman, a humble textile worker who turned into an anarchist and you will be able to see the show until 24th March in the May Studio Theatre. The play is directed by Teresa Sapien, who is a senior student from San Diego (California).

University of Evansville
7.30pm every day, Sundays at 2pm
For reservations, call (812) 488-2031

03/03/2011 SM /ATCNA

Charlie Sheen Show



© All Rights Reserved

Charlie Sheen might have faced bad press for his aborted TV show "Two and a Half Men" but tickets for his live show "Charlie Sheen Live: My Violent Torpedo of Truth/Defeat is Not an Option" were snapped up in just 18 minutes. It has created a record of sorts and prices will probably only increase as the first two dates of the show approach i.e. 2nd April for the show at Fox Theatre in Detroit and 3rd April for the Chicago Theatre show.

Detroit, Chicago, Boston, Toronto, Atlanta, Dallas...
From 2nd April to 3rd May 2011

10/39/2011 SM /ATCNA

ARTS

DESCRIPTION

- **Content** Collection of articles dedicated to contemporary art: presentations of artists, auctions, exhibitions...
- **Frequency** 3 news items per week
- **Size** 700 characters

EXAMPLES

A snappy sculpture



© All Rights Reserved

In the heart of the financial district of Geneva, an extraordinary creature has taken up residence. In fact, a giant crocodile weighing 650 kilos and measuring five metres in length has, these past several weeks, invaded the pavement in front of the Bel-Air Fine Art Gallery. Passersby have been marvelling at this sculpture made of red polyresin. The exhibition "Born Wild Monumental" created by Richard Orlinski will soon be stopping off in the United States and France with two other monumental reptiles.

www.belairfineart.com

03/04/2008 HS /ATCNA

Contemporary art in Dubai



© All Rights Reserved

The former wind tower in Bastakiya, Dubai, is home to Majlis Gallery, which is the oldest art gallery in the city. Every year, the building welcomes ten short exhibitions by a variety of contemporary artists, as well as displaying a permanent exhibition of pottery, glassware, fabrics, furniture and other objets d'art. The exhibitions include Katy Donaldson's famous sepia photographs, which are bursting with history, abstract paintings inspired by the language of Ethiopia by Wosene Kosrof, and romantic works by Astrid Harrison on an equestrian theme. This outstanding example of historic architecture has become a paradise for art lovers!

www.themajlisgallery.com

03/08/2010 MG /ATCNA

Five Australians in Venice



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The very prestigious cultural event, the Venice Biennale, presents a unique opportunity for its contributors to expand their awareness of stage management beyond their normal boundaries. The Australians have chosen to grasp this opportunity with both hands by inviting Shaun Gladwell, Vernon Ah Kee, Ken Yonetani, Claire Healy and Sean Cordeiro to take charge of the artistic direction of the country's involvement in the 2009 event. The first among them will endow the Australian Pavilion in the Giardini della Biennale with his work "MADDESTMAXIMVS", while the others will unveil an exhibition to the public called "Once Removed", on the themes of displacement and indigenous and environmental issues.

www.labiennale.org

04/05/2009 AB /ATCNA

DESCRIPTION

- **Content** Focus on photography: presentations of artists, exhibitions, collaborations...
- **Frequency** 3 news items per week
- **Size** 700 characters

EXAMPLES

Artistic fidelity



© Calvin Klein

After posing for Calvin Klein in 2007 and 2008, Dutch top model Lara Stone is working again with the major US brand. She is at the centre of three ad campaigns for the autumn-winter season 2010-2011. The "ck Calvin Klein beauty" line was shot by Fabien Baron, while the "Calvin Klein Collection" and "Calvin Klein jeans" lines were shot by Mert Alas and Marcus Piggott. For the latter ad, Lara appears in just jeans, accompanied by four top male models. This set-up recalls the famous Kate Moss campaigns photographed by Patrick Demarchelier in 1992. It is the first time that Calvin Klein has chosen the same model for several collections. According to Francisco Costa, Lara Stone embodies confidence and sensuality. You don't change a winning formula!

10/06/2010 MG /ATCNA

Photography chat

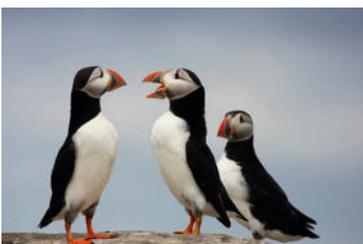


© All Rights Reserved

Lucky photography buffs in Los Angeles were recently privy to a conversation between Susan Meiselas, who has won the Robert Capa Gold Medal Award and is a MacArthur "genius" fellow photographer, talking to William T. Vollmann who is a National Book Award winner and also a photographer. They spoke to each other on-stage in an open conversation that was genuine and spontaneous. This was one of a series of free sessions at the Hammer Museum.

14/03/2011 SMo /ATCNA

New British Wildlife Photography Award categories



© Lisa Cockrell

This year's British Wildlife Photography Awards include three new award categories, namely documentary, living landscape and wildlife on video. These awards are now running for the third year and are open to all photography buffs in the UK who wish to capture the rich natural diversity of Britain, its species and natural habitats. The total prize money amounts to 20,000 pounds, with the winner getting 5000 pounds.

25/02/2011 SM /ATCNA

DESCRIPTION

- **Content** News devoted to antiques and the world of antique dealers.
- **Frequency** 3 news items per week
- **Size** 700 characters

EXAMPLES

Eurantica Brussels, fine art and antiques fair



© All Rights Reserved

Eurantica is known for its eclecticism, modernism and dynamism. This year's prestigious event takes place from 24th March to 2nd April. Over ten days, the Brussels fair will showcase 140 antique dealers and art galleries. From English bureaux to writing desks from Antwerp, and Italian console tables to Chinese opium beds, some incredible treasures are waiting for buyers to succumb to their irresistible charms. Even diehard contemporary enthusiasts will see the appeal. With its solid lines and quality materials, antique furniture stands out more than ever in today's environment. By asking its exhibitors to select objects with a history, personality or secret, Eurantica proves that yesterday's furniture still has a bright future ahead of it.

15/03/2006 BR /ATCNA

Calling all budding second hand sellers!



© Fotolia

For the third time running, the attic sale in the Valais region of Switzerland will take place, come rain or shine, on 26th September 2004 in Uvrier. This rummage sale, to which dealers are not admitted, will allow individuals interested in this new concept of selling off what they no longer need, from childhood cuddly toys to grandad's old tools. Organised by the sports association Uvriers-Sports, the event will be enhanced by a multitude of side shows: merry-go-rounds, pony rides, barbecues, traditional food stalls, etc. A great opportunity to get rid of some superfluous items and have fun at the same time!

20/09/2004 VB /ATCNA

Second hand and deco trends



© All Rights Reserved

In terms of interior design, innovation and the avant-garde are not the be all and end all. The organisers of the Second Hand and Deco Trend show have perfectly understood this, choosing to blend all the charms of the old and the new in a single location.

Juxtaposing the verve of period furniture with contemporary creations, old-fashioned ambiance with present-day attitudes, this new show opens the doors to a delightful world, where eclecticism and harmony go hand in hand. So, make a note in your diary about this event, which will take place in La Roche-sur-Yon (France) on 25th and 26th October.

20/10/2008 AB /ATCNA

DESCRIPTION

- **Content** The art of sculpture from around the world: presentations of projects and exhibitions.
- **Frequency** 3 news items per week
- **Size** 700 characters

EXAMPLES

Vishnu: hinduism's blue-skinned saviour



© AllRights Reserved

Vishnu, the blue Hindu god, has never received much prominence in the US, so the exhibition "Vishnu: Hinduism's Blue-Skinned Saviour" is a must-see in Nashville, Tennessee at the Frist Center for the Visual Arts. The statue of "Krishna Fluting", amongst others, will give an excellent insight into the world's oldest religion, as well as showing a glimpse of the rich art and culture of India.

28/02/2011 SM /ATCNA

Three new sculptures for "Gloria"



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Three new sculptures have been commissioned for the US Pavilion exhibition "Gloria" at the 54th Biennale di Venezia (Italy). These sculptures will be made by Allora & Calzadilla and The Indianapolis Museum of Art along with the US Gymnastics and US Track & Field organisations. The sculptures are called "Body in Flight (Delta)", "Body in Flight (American)" and "Track and Field" and will depict gymnasts and athletes.

03/03/2011 SM /ATCNA

Local snow sculptures



© All Rights Reserved

Bidding adieu to winter, some beautiful snow sculptures were created by local teams at River Ranch Annual Snow Sculpture on 13th March. This popular contest concludes the North Tahoe Snow Festival and this year included politically correct sculptures of Arnold Schwarzenegger, current event sculptures about "Hudson on the River" and local themes such as the accident-prone Highway 89.

14/03/2011 SM /ATCNA

DESCRIPTION

- **Content** Brief news articles about to exhibitions of paintings and engravings from classical and contemporary artists.
- **Frequency** 3 news items per week
- **Size** 700 characters

EXAMPLES

Seltzer and Charles Russell works donated



© AllRights Reserved

The estate of the late John McDowell "Jack" Hoover from Montana has recently donated five paintings by Olaf Carl Seltzer (1877-1957) and Charles M. Russell (1864-1926) in watercolour, oil and bronze to the C.M. Russell Museum. The paintings will officially be given to the museum at a ceremony on 16th March. They will include the oil painting "The Lone Wolf" (1900), a bronze called "The Last Laugh" (1916) and a watercolour entitled "When the Longest Blade Was Right" (1922).

C.M. Russell Museum, Montana

18/02/2011 SM /ATCNA

"Maker Of Myth" by Paul Gauguin



© All Rights Reserved

The National Gallery in Washington DC currently looks like a tropical paradise, probably because it is showing an exhibition of oil paintings of Paul Gauguin, the French post-Impressionist 19th century painter. These paintings and other artefacts were all created on a Tahitian island and the collection is known as "Maker of Myth". That is probably because Gauguin depicted a Tahiti culture that no longer existed, since it had already been colonized and modernized.

Gauguin: Maker of Myth
National Gallery of Art, Washington
February 27 - June 5, 2011

07/03/2011 SM /ATCNA

"American Chronicles: The Art of Norman Rockwell"



© All Rights Reserved

Art lovers will welcome rarely-seen works by the celebrated artist Norman Rockwell, which will be on show at the Tacoma Art Museum (Washington), which is currently celebrating its 75th anniversary. "American Chronicles: The Art of Norman Rockwell" will be on until 30th May and includes 44 paintings as well as hundreds of original Saturday Evening Post covers. Also, Rockwell's photographs and sketches will be on display. Don't miss it!

American Chronicles: The Art of Norman Rockwell
Tacoma Art Museum
February 26 - May 30, 2011

10/03/2011 SM /ATCNA

TRAVEL

DESCRIPTION

- **Content** A spotlight on dream destinations around the world. Descriptions of places not to be missed!
- **Frequency** 1 news item per week
- **Size** 1000 characters

EXAMPLES

Marvel at the sun in the Moroccan desert



© Fotolia

On a trip to Morocco, enjoying the spectacular rising and setting of the sun among the dunes of the Sahara is something not to be missed. To make your desert journey even more evocative, don't be afraid to travel on the back of a camel rather than in a jeep. This will give you a true desert experience with a timeless quality, as well as taking you closer to nature. There is nothing like being transported on an animal's back, at the swaying, gentle pace of its unhurried footsteps. Unforgettable memories are guaranteed!

For these trips, there is a choice between express tours or longer excursions with one or two nights spent in a bivouac in the desert. Naturally, sleeping under the stars is a magical experience. For a completely different perspective, sports enthusiasts can also try surfing on the dunes! Many Moroccan hotels provide this type of excursion, as do several tour organisers, including Camel Trekking.

12/12/2008 YC /ATCNA

The delights of Taormina



© All Rights Reserved

A small Sicilian town halfway between Messina and Catania, Taormina sits high up overlooking the sea. The Greek theatre, dating back to the 3rd century BC, where great tragedies are still regularly performed, constitutes its most impressive historical heritage.

Umberto Corso, its main street, teems with people at lunchtime, but everyone manages to find the table of their choice, so great is the range of restaurants. You can also admire the impressive view of Mazzaro beach from the viewpoint in the Piazza 9 Aprile and let yourself be entranced by the Isola Bella. If you wish to go down to the island, take the cable car then walk down the steps to the sea. You will be delighted by the island, which is a nature reserve that boasts a beautifully clean and fauna-rich beach. For lunch, make a date at the restaurant nearest the sea and savour a freshly caught sea bream. You really won't want to go home!

04/11/2008 CM /ATCNA

A climb up to the statue of Christ overlooking Cochabamba



© All Rights Reserved

In Bolivia, at the summit of San Pedro hill, on the outskirts of the town of Cochabamba, you will find the biggest statue of Christ in the world. While the similar statue in Rio de Janeiro is by far the best known, no one can take away from the inhabitants of the town, the Cochabambinos, the pride of having this record-breaking monument right on their doorstep. It surpasses its Brazilian counterpart to reach a height of more than 33 metres, symbolising the age of Christ at his death. The adventurous can reach the statue on foot via the steps up the hill, or if you are in a hurry it is possible to go by road in a car. Alternatively, the cable car, of which the locals are almost as proud, will take you up there for three pesos. Once on the hilltop, you will have excellent views over the whole town and be able to enjoy a refreshing cinnamon flavoured water ice, which is a local favourite. On Sundays, you can even climb up inside the head of the Christ, taking you a few steps closer to heaven.

18/02/2009 CM /ATCNA

DESCRIPTION

- **Content** The "Cultures of the World" newswire allows you to discover countries from an original perspective, such as architecture, art or gastronomy.
- **Frequency** 1 news item per week
- **Size** 800 characters

EXAMPLES

Nepal: ancient knowledge preserved



© Fotolia

Renowned for its landscapes and Himalayan summits, Nepal is a country where expressions of art, both classical and modern, are anchored in its traditions. This unique wisdom is apparent in the temples, sanctuaries, fountains and designs of religious objects. Consequently, an understanding of the different religious denominations and representations of gods and goddesses enhances the appreciation of Nepalese art.

The country's food is also an art form, as diverse as the country itself. Nepalese recipes are cooked quickly and are well-known for their nutritional value and unique taste. Although a little basic, Nepalese cuisine certainly does not lack flavour, with heavy use of spices and seasoning such as ginger, coriander, cumin, chilli, mustard oil and even yak butter. It is enough to make your mouth water!

21/01/2009 BF /ATCNA

Egypt: forty centuries of architecture



© Fotolia

Egypt is a country blessed with huge cultural diversity. In all its major cities, you will be rocked by traditions that date back to the time of the pharaohs. And in other regions, you will find pure tribal customs which have been adopted by the many invaders across the centuries.

The architecture of the Middle East is one of the richest in the world. Whether in the form of temples or monuments, Egypt has its own unique cultural identity. The pyramids, the ancient tombs of the kings, are the most prominent examples of historic Egyptian architecture. The pyramid at Snefrou, which is more highly praised than the one at Kheops, is really quite individual. Endowed with a strangely inclined shape, it leans by more than forty degrees; this rhomboid pyramid suffered a collapse during construction and was never rebuilt, making it a truly authentic monument.

23/01/2009 BF /ATCNA

Intoxicating music in the heart of the Caribbean



© All Rights Reserved

The history and heritage of the Bahamas extends way beyond the luxury hotels and beautiful bikini-clad girls on the turquoise-edged beaches. Indeed, it can boast rich cultural diversity. The literary and visual arts scenes still need to be explored on these islands, but they are home to a vibrant musical culture. The country has developed several unique forms of traditional music which it expresses very colourfully.

Goombay, for example, blends African sounds with European influences, while Rake'n'Scrape is a form of reggae from the Caribbean that gives prominence to rough guitars and percussion instruments, without forgetting Calypso. The dances are just as exuberant, with the Rush and the Jump-in-Dance, which are performed with passion and enthusiasm. Without a doubt, this dream location is brimming with exceptional musical.

03/04/2009 BF /ATCNA

DESCRIPTION

- **Content** Learn all about the world's most beautiful cities and discover their best-kept secrets.
- **Frequency** 1 news item per week
- **Size** 800 characters

EXAMPLES

Chilling out in Locarno



© All Rights Reserved

Locarno in the Italian-speaking part of Switzerland is an ideal destination for a long weekend, accessible by either road or rail. Situated between Alpe Cardada and Lake Maggiore, the town is filled with palm trees and other exotic plants. On a sunny day, walk down to the lake and follow the lakeside route along the Lungolago Guiseppe Motta towards the south. In 20 minutes, you will reach the public beach (Lido Locarno), which also offers a very pleasant stretch of grass to relax on. In the evening, opt for pre-dinner drinks in the Piazza Grande before going up the Via Marcacci to number 9 where you will find the Bistrot Latino. Reserve a table, preferably on the terrace, and get your taste buds going with a fantastic gazpacho with king prawns. After the meal, you are bound to pass an ice cream vendor: be brave and choose the most original flavours - you won't be disappointed!

17/05/2007 CM /ATCNA

Scare yourself in Amsterdam

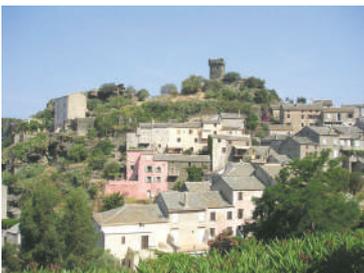


© All Rights Reserved

The city of Amsterdam has many tourist attractions, from its archetypal architecture and canals to its famous coffee shops and numerous cultural activities. Besides the museums with an international reputation (the Rijksmuseum and Van Gogh Museum) and those devoted to certain less inhibited aspects of the Dutch capital (the cannabis, sex and eroticism museums), the town is also home to the Museum of Torture. Visiting this museum will allow you to discover a very dark and indeed completely terrifying side to Amsterdam's history. The exhibits are the stuff of medieval nightmares, ranging from iron masks, instruments for drawing and quartering human bodies, and devices for crushing skulls. Sensitive souls should steer well clear!

30/11/2008 YC /ATCNA

Nonza: at the heart of a fortress



© All Rights Reserved

Not far from the Balagne region of Corsica, wandering off the beaten track you will find some charming and surprising little villages. Worthy of special mention is Nonza, which is now a place of great peace, but in another era served as a fortress to fight off invaders. Its Genoese tower, the Torra Paolina, provides unobstructed views from its lofty heights over the black sand beach, mysteriously carved with the writing of passersby. There are equally stunning views of the Gulf of Saint Florent situated on the western side of the Cape. This is a place characterised by distinctive architecture perched on a huge cliff where the inhabitants live in harmony with the surrounding countryside, which inspires purity and perfection.

18/03/2009 BF /ATCNA

NATURE & LEISURE

DESCRIPTION

- **Content** For lovers of nature and trips in the great outdoors, here are some hiking ideas for discovering secret, disconcertingly beautiful locations.
- **Frequency** 1 news item per week
- **Size** 1000 characters

EXAMPLES

The Bisse de Lentine



© Keystone

The Valais region of Switzerland is renowned for its sunshine, wine and ski slopes, but it also possesses other treasures, such as its famous "bisses" (irrigation canals), which were initially built in the 14th century to irrigate the vineyards, but have now become prized as touristic hiking routes. Among the most charming is the Bisse de Lentine which is fed by the Sionne River and irrigates the vineyards of Savièse and the surrounding area before flowing into Lake Montorge. A walk from Sion to the Bisse and then back to town should take two to three hours. Start from the CFF railway station, walk up the Avenue de la Gare, follow the Rue de Lausanne then the paved Rue du Grand-Pont. Leave the town via the Route du Rawyl, until you reach the spot where it crosses the Sionne River. Here, follow the river until you reach Drône. A little above the village, you will see the Bisse crossing your path. You can then follow it for over three kilometres and thus reach Diolly, where you can look down on the town, its hills and castles. After admiring the scenery, you can return to Sion via the Route de Savièse or a marked path through the vineyards leading to Montorge.

10/06/2008 CM /ATCNA

Cappadocia: amazing hiking



© Fotolia

If you enjoy hiking but can't go a week without culture, then Cappadocia in Turkey should be your next holiday destination. Occupied in turn by the Persian Empire, then the Romans, Christians and Byzantines, this country of extraordinary landscapes has also been shaped by the forces of nature, such as volcanoes, water and wind. As a result, in the Goreme valley you can marvel at bizarre, yet perfectly natural, cone-shaped rocks that the locals call "fairy chimneys". The valley also features an incredible series of underground towns built by Christians as they fled the Arab invasion. The wall paintings in the underground monasteries dug out by Byzantine monks, as well as those displayed on the walls of the church in Tokali, portray biblical scenes and are very well preserved. Finally, if you go by way of Avanos, you will be more than welcome to try your hand at the local craft of pottery, so don't miss out on having a go!

11/06/2008 CM /ATCNA

Nocturnal treks in Crans-Montana!



© All Rights Reserved

Whatever the season, activities of all sorts are in full swing in the heights of the Alps. And this winter Crans-Montana proposes, amongst other things, a particularly novel excursion: every Tuesday until the end of March, the ski resort is organising a nocturnal trek on snowshoes to the Alpine Museum at Colombire. There you will discover how people lived in the Alps during the 1930s. After a local aperitif, you will come back down to Aminona by sledge where the evening will be rounded off with a light meal. A great evening to look forward to!

05/01/2006 CS /ATCNA

DESCRIPTION

- **Content** Places with convivial surroundings, idyllic landscapes, unique cuisines: we reveal their most beautiful features.
- **Frequency** 1 news item per week
- **Size** 500 characters

EXAMPLES

A museum unlike any other



© All Rights Reserved

Don't miss the Heineken museum on your next visit to Amsterdam. The Heineken Experience is situated inside the brand's former brewery, from where all the famous green bottles were exported from 1867 to 1988. Production has now moved to Zoeterwoude, but the defunct building houses a fun and educational tour over four floors. You will see a simulation of a bottle's journey through the factory and enjoy three tastings during the visit, before leaving the museum with your own Heineken glass.

For more information visit www.heinekenexperience.com.

The Heineken Experience
Stadhouderskade 78,
1072 AE Amsterdam

17/03/2011 DD /ATCNA

"A Cheda": time for a rendezvous



© All Rights Reserved

At the gates of the ancient medieval city of Calcosalto in southern Corsica, you will find a "meeting place". Yes, that's the translation of this charming stone-clad 4* hotel, "A Cheda". Lounge around the swimming pool, walk with friends through the lush gardens, gather around a table laden with local gastronomic fare... it's all possible! Beyond the gardens, you will find high chalk cliffs looming over the Mediterranean Sea below. You are in the heart of one of the most popular areas of the island of Corsica: Bonifacio.

For more information visit www.acheda-hotel.com.

Hôtel A CHEDA
BP3 Cavallo Morto
20169 Bonifacio

18/06/2009 BF /ATCNA

Journey back to the 19th century



© All Rights Reserved

Just a short step back in time and we are now in the mid-1800s. We are in Canada, at Lower Fort Garry on Hudson Bay witnessing bloody battles over the fur trade during the period of colonisation. Returning to the 21st century, the area doesn't seem to have aged at all! Restored during the 1960s and 70s, the fort has now resurrected the oldest fur trade post in North America. To enter, pass through the high stone walls that encircle the fort's inner area. Then wander around the interior of the building and appreciate the beautiful governor's residence, as well as a blacksmith's workshop.

For more information visit www.pc.gc.ca/fortgarry.

Lower Fort Garry
5925 Autoroute 9
St. Andrews (Manitoba)

19/06/2009 BF /ATCNA

DESCRIPTION

- **Content** Selection of the best references from a given subject area and geographical location. For example, design in Switzerland.
- **Frequency** 1 news item per week
- **Size** 300 characters

EXAMPLES

La Troisième Main



© All Rights Reserved

Located at the top of the old town and at the foot of the cathedral, La Troisième Main is a shop that is open to any customer looking for decorative furniture, fabrics, individual pieces or simply a great idea.

La Troisième Main
10 Rue Verdaine
1204 Geneva
00 41 22 310 56 66
www.la3main.ch

09/04/2009 AB /ATCNA

Two Rooms



© All Rights Reserved

In this smart and elegant store, you will find a vast array of objects, from lamps, crystal glasses and perfumes to high-tech devices, with prices ranging from 5 to 5000 Swiss francs.

Two Rooms
10 Sihlfeldstrasse
8003 Zurich
00 41 43 817 29 80
www.tworooms.ch

21/05/2008 AB /ATCNA

B Plan



© All Rights Reserved

Located conveniently in the vicinity of the airport, B Plan describes itself as offering a platform for exhibitions, communications and services. The shop is devoted to the design and creation of contemporary furnishings.

B Plan
37 Chemin Ph.-De-Sauvage
1219 Châtelaine
00 41 22 970 12 50
www.bplan.ch

31/03/2009 JK /ATCNA

DESCRIPTION

- **Content** Programme of forthcoming attractions to help avoid missing any cultural events in your region.
- **Frequency** 3 news items per week
- **Size** 500 characters

EXAMPLES

The San Diego Latino Film Festival



© All Rights Reserved

Seems like a buffet of films has been spread out! You might be spoilt for choice as more than 180 films, from full-length to shorts, are going to be shown over 11 days until 20th March at the UltraStar Mission Valley Cinemas in San Diego. You have a choice between buying a ten dollar ticket for one show, a 90 dollar pass for a few shows or a 180 dollar pass for seeing all the movies in the festival.

San Diego Latino Film Festival
UltraStar Mission Valley Cinemas
Hazard Center, San Diego
www.sdlatinofilm.com

25/02/2011 SM /ATCNA

Providence's St. Patrick's Day Parade



© All Rights Reserved

Be at the State House for the St. Patrick's Day parade in Rhode Island on 17th March and enjoy the multitude of activities and events that have been planned. In terms of food, you can indulge in creamy "zeppole" or try traditional Irish delicacies. Otherwise, just enjoy listening to the live music and join in with some step dancing if you feel inspired. St. Michael's Social Ministries to the Poor has organised this event and it is sure to be a fun-filled affair for the whole family.

St. Patrick's Day
State House, Rhode Island
17th March, 2 to 10.30pm

02/03/2011 SM /ATCNA

Venitian stroll



© All Rights Reserved

The National Gallery of Art in Washington is hosting the exhibition "Venice: Canaletto and His Rivals". There, you will discover masterpieces created in the 18th century by the master of Venetian painting, Canaletto. A leading representative of vedute (landscape painting), this painter emphasises the urban landscapes of his home city. Thus, the seaside location is celebrated in a masterly way in this exhibition, which also honours some of the master's rivals, such as Francesco Guardi and Bernardo Bellotto.

Venice: Canaletto and His Rivals
National Gallery of Art, Washington
20th February to 30th May 2011

20/01/2011 NBo /ATCNA

DESCRIPTION

- **Content** Programme of forthcoming attractions to help avoid missing any events in your region.
- **Frequency** 3 news items per week
- **Size** 500 characters

EXAMPLES

The Epcot International Flower & Garden Festival



© All Rights Reserved

What better way to celebrate the arrival of spring than to do it amidst a riot of colours and a bouquet of perfumes? Add to it a selection of live music, butterflies, pretty gardens, educational events, Disney topiaries and lots more and you have The Epcot International Flower & Garden Festival. Meet the best horticulturists and get hot gardening tips too!

Epcot International Flower & Garden Festival
Epcot Theme Park, Lake Buena Vista (Florida)
2nd March to 15th May 2011
www.epcot.com

10/03/11 SM /ATCNA

The Mardi Gras in New Orleans



© All Rights Reserved

The most spectacular party in the world is back and it is going to attract people from all over the world. Hold your breath for the annual Mardi Gras festival in New Orleans. Costumes and masks will inspire you, while jazz will stir your soul and get you dancing as you watch the famously flamboyant 'krewe' floats. Parades, marches and bands will take over New Orleans for "the greatest free show on earth".

www.mardigrasneworleans.com

20/02/2011 SM /ATCNA

Allendale Community for Mature Living



© All Rights Reserved

Seniors at The Allendale Community for Mature Living in North Jersey are in for a special treat being organised at The Atrium. To bring in the season of spring and bid adieu to winter, a series of programs is planned that can be attended free of cost. These will held throughout March and April and will include musical performances, cultural and educational programs. However, you will need to book your seats in advance.

Allendale Community for Mature Living
85 Harreton Road
Allendale, NJ 07401
www.allendalecommunity.com

20/02/11 SM /ATCNA

LUXURY

DESCRIPTION

- **Content** News on horology: a thousand and one innovations from the world's biggest brand names and most inventive designers.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

The Cité de la Haute Horlogerie celebrates its 18th event



© All Rights Reserved

The 18th Salon International de la Haute Horlogerie (SIHH) takes place in Geneva from Monday 7th to Saturday 12th April 2008. Professionals will travel from around the world to attend this invitation-only fair, which brings together 16 of the most outstanding names in fine watches. This "Cité de la Haute Horlogerie" will again take over Hall 6 of Palexpo, where the exhibiting brands will enjoy the best conditions in which to present their products over 24,000 square metres of exhibition space. The SIHH is also hosting its 14th "Fine Watchmaking Celebrates Sport" exhibition. The watches on show are taken from the brands' own heritage or loaned by the leading Swiss watch museums. This exhibition, visitors to which will receive a bilingual catalogue, highlights the common desire of athletes and watchmakers to excel in what they do. More information available at www.sihh.ch

03/04/2008 YC/ATCNA

An ultra slim minute repeater



© F.P. Journe

The high-end Swiss company François-Paul Journe is continually striving to invent new time-pieces that are both innovative and exceptionally practical. The brand has achieved both of these aims with its first ultra-slim minute repeater. By presenting this new model, François-Paul Journe once again raises the bar for striking watches. It has reinvented the minute repeater mechanism in a way that enables strong crystal clear tones to emanate from an almost impossibly svelte movement. With a movement of barely 4mm, it is more reminiscent of a simple hand-wound calibre than the highly intricate device that it in fact is. This redevelopment is such an original approach that it has merited applications for two patents.

14/04/2008 YC/ATCNA

Swatch collaborates with contemporary artist Norma Jeane



© Swatch

Swatch has embarked on a new collaboration with the contemporary Italian artist Norma Jeane. The result of their work is the new Club Watch for 2008/09. Its name, "Once Again, Again", is a playful tribute to one of pop culture's most successful inventions, the Swatch "Gent Originals". Made of plastic, it is a witty example of the brand's spirit, which remains as vibrant as ever. This new model is presented in special packaging that is designed to resemble a glossy catalogue showcasing timeless works of art. By buying this watch you will also automatically become a member of Swatch The Club, an exclusive community of people from all over the world who love the Swiss brand's values: creativity, humour, imagination and provocation.

04/04/2008 YC/ATCNA

DESCRIPTION

- **Content** News devoted exclusively to the world of luxury goods, giving all the details of top-of-the-range product launches and events.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

LVMH acquires Hublot



© All Rights Reserved

LVMH Moët Hennessy Louis Vuitton, the world's leading luxury group, announces that it has signed an agreement to acquire the Hublot group, a top-of-the-range watchmaker enjoying very strong growth. LVMH will acquire Hublot from Mr Carlo Crocco, who founded the group in 1980, and a company controlled by Mr Jean-Claude Biver, who has managed Hublot since 2004. Hublot is a brand that is highly complementary to LVMH's existing watch portfolio comprising TAG Heuer, the world leader in prestigious sport watches and chronographs, the Swiss Watch Manufacturer Zenith, Dior Montres, Louis Vuitton watches sold exclusively in Louis Vuitton stores, and the watch collections of jewellers Chaumet, Fred and De Beers.

25/04/2008 YC /ATCNA

A promising partnership



© All Rights Reserved

Audio manufacturer Bang & Olufsen and classic automaker Aston Martin have launched a partnership to offer a range of top-of-the-range products. Over a period of decades, the two brands have become equally renowned for their constant striving for technical excellence and their complete devotion to quality and elegance. "There are deep similarities between our cultures and heritage. Our values are rooted in passion and performance", explains Torben Ballegaard, CEO of Bang & Olufsen. We will have to wait a few months to see the results of this new alliance, but it certainly sounds promising. "Both companies will work closely together to achieve a benchmark result", says Aston Martin CEO Ulrich Bez. Remember, patience is a virtue.

05/05/2011 JM /ATCNA

The Lady Diamond mobile phone: discreet luxury



© All Rights Reserved

Despite the current financial crisis, some companies are not afraid to continue producing luxury accessories. This is the case with the mobile phone manufacturer Gresso. It has just released the scarlet Lady Diamond model, which is elegant and classy. As its name would indicate, the product is designed for a female clientele... and one that is quite clearly well off. The Lady Diamond doesn't really stand out for its technical specifications; these are pretty standard, with a 2 megapixel camera, Bluetooth connectivity and 2GB of internal memory. However, this design differs from the crowd because of its ceramic coated titanium shell. It is also encrusted with gold and diamonds. Its price is enough to make you giddy; to obtain a Lady Diamond, you will have to part with no less than 5500 dollars. You had better start saving!

09/03/2009 DD /ATCNA

DESCRIPTION

- **Content** News devoted to all things nautical: new products, sporting exploits, high tech innovations...
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Robots for cleaning ships' hulls



© All Rights Reserved

Every sailor or yachtsman knows the extent to which a boat's hull can be plagued by marine animals. To fight this phenomenon, antifouling paint is generally used, but this contains contaminants. We might therefore be tempted to simply let nature take its course, but the shellfish that attach themselves to boats slow the vessel down, causing an increase in fuel consumption and thus more pollution. To end this vicious cycle, a more environmentally friendly solution has been developed by researchers at Newcastle University. It is a complex technological system, relying on an autonomous robot which is fixed to the underside of ships. Linked to software which has in its memory data charting the hull, the device (equipped with little wheels) is able to work its way across the hull even whilst at sea to remove molluscs and crustaceans.

24/09/2008 YC /ATCNA

Bill Langan wins an award



© All Rights Reserved

The world's foremost event for superyacht builders took place on 22nd November. At the official ceremony, Bill Langan, who founded Langan Design, received the "International Superyacht Society" award. Every year, this prize is given to a company that has devoted itself to expanding standards relating to the construction, maintenance, repair and functioning of prestigious yachts. The presenter of the award, David Arnold, paid tribute to the business leader's remarkable career. Bill Langan has had a passion for yachts since early childhood and has worked with some of the industry's most respected professionals. Since being founded in 1998, Langan Design has completed over 300 different designs and, more importantly, 40 superyachts, which are now dispersed all over the world's oceans.

16/04/2009 DD /ATCNA

Vendée Globe: Dominique Wavre ready for the final sprint



© All Rights Reserved

Dominique Wavre's odometer has just passed the 20,000 nautical mile threshold! The Swiss skipper is in good shape, having paced himself well on the southern seas: with five world tours to his credit, Dominique Wavre knows that it is important to keep his equipment ship-tight to avoid bad luck at sea. The strategy has paid off, as "Temenos" is in fifth position in this year's Vendée Globe and is snapping at the heels of Frenchman Vincent Riou (on VMI), who is a mere 104 nautical miles ahead! Dominique Wavre is ready for the final sprint, which looks set to be full of suspense. With the fleet now beginning to head back up the Atlantic, 14 skippers remain in the race, with six boats having had to pull out.

15/01/2011 JM /ATCNA

DESCRIPTION

- **Content** Brief news devoted to the creation and sale of rare jewellery.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Dream jewels



© All Rights Reserved

Think of Dubai and for many us, dream-like jewellery will immediately come to mind. Al Moallim is one of the emirate's companies helping to maintain this golden rule, being a leader in the sale of luxury jewellery and designing and exhibiting its own creations. There are plenty of reasons to give in to temptation as you pass by the ornate window display of gems, from diamonds through yellow and red gold to sapphires and rubies. The renowned jeweller has been on the market for almost 50 years and has always sought above all to distinguish itself. As well as its own designs, the shop represents numerous luxury brands, including Royal Diamonds and Van Der Bauwede.

Al Moallim Jewellery
Al Olaiyah St., Dubai
www.moallim.com

24/10/2010 MF /ATCNA

The "Croisière 2009" collection by Chopard



© All Rights Reserved

Following the success of its first "Croisière" (Cruise) collection, Chopard is offering once again to set sail with a range that is all sunshine and sea breezes, mixing the warm tones of rose gold with the fresh and light symbols of the brand: hearts and "happy diamonds". The schedule for this glamorous cruise amounts to nothing more than lazy days and elegance. Ready to cast off?

Pendants, rings, chains, watches... These bright and shiny jewels could almost have been found in a treasure chest recovered from the bottom of the sea. For its new "Croisière" collection, Chopard has drawn inspiration from the vivid luminosity of the oceans to create a range as vibrant and varied as a coral reef. The creations are sophisticated yet simple, and easily slipped into your luggage before you sail off towards the southern seas, Caribbean or Indian Ocean.

02/10/2008 CM /ATCNA

"Carnet de Bal", a jewellery set by Audemars



© All Rights Reserved

It is akin to watching flower buds opening, the petals bursting out in full bloom. It is certainly not by chance that art imitates nature here. Audemars Piguet runs its own high-quality jewellery workshop, where seasoned specialists begin by tracking down the purest gems, for the master jewellers to then bring the best out of them through the art of setting. Little by little, the design takes shape. At each stage of the process, everyone takes part in assessing the volumes and readjusting the balance between the forms until perfect harmony is achieved. For the "Carnet de Bal" jewellery set, various diamond shapes have been placed together: marquise, pear, baguette and of course brilliant. In addition, there is a variety of settings, from closed, to claw and grain. Everything is assembled in a marvellous composition, more beautiful than nature.

15/01/2011 JM /ATCNA

DESCRIPTION

- **Content** Exclusive information about luxury cars: concept cars, events, auctions...
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

The Audi R8: totally LED!



© All Rights Reserved

The German car manufacturer Audi has already made an impact in 2009. Now it has announced that one of its luxury cars, the R8 model, will be equipped entirely with LED technology from now on. This term describes a lighting system that consists of light emitting diodes. Its benefits are in its very limited use of energy; it is effectively tomorrow's technology, as it respects the environment. The Audi R8 also stands out as the first vehicle to be able to adapt to the needs of the driver; it will automatically analyse available light and regulate the strength of the headlights. Although this car won't be within everyone's budget, you can bet that LED technology will be installed in many other models very soon.

05/01/2009 YC /ATCNA

The car of the future operated with a joystick



© All Rights Reserved

The Swiss design studio Rinspeed, a specialist in the creation of concept cars, has always demonstrated an unbridled imagination. Its new project is no exception to the rule. The prototype, called "UC?", is an entirely futuristic electric car. This unusual four-wheeler hosts a concentration of technological innovations. It is equipped with a lithium ion battery which is capable of taking the vehicle to speeds of 120 km/h. A surprising feature is the disappearance of the good old steering wheel. The concept car is operated with a joystick. Within its driver's compartment you will find a round control screen. This transmits online services via a 3G Internet connection. As a result, the driver can converse through VoIP or take part in videoconferences. Let's hope that one day cars of this type will be mass produced!

17/02/2010 YC /ATCNA

LC 470: devilishly beautiful



© All Rights Reserved

LC 470 is the new speed demon produced by American auto manufacturer Lucra. Taking visual inspiration from the European racing cars of the 1960s, this two-seater has an engine to match its fanciful plumage. The aluminium V8 motor can manage 630 bhp, 0 to 100 km/h in 3.4 seconds, up to 1.3G during high-speed cornering and over 290 km/h at top speed. Furthermore, this absolutely phenomenal performance is fabulously packaged. The LC 470 casts a glance back at the spirit of a time gone by, when sexy curves and huge wheel arches triumphed over technology, and they stand out here for their rarity. A far cry from more modern and tame sports cars, the LC 470 is an attempt to give owners back that feeling of driving a couple of wild horses. Its price tag is fittingly proportionate to the amount of pleasure it can give!

15/06/2010 MJ /ATCNA

DESCRIPTION

- **Content** Exclusive news from the aviation world: jets belonging to the stars, the latest innovations, records...
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

The aeroplane of the future!



© All Rights Reserved

In 50 years time, will aeroplanes really look anything like the hypothesis made by Mexican design student Victor Uribe? Either way, his design for the A350H Airliner is certainly eye-catching! Its shape is inspired by dolphins and would enable this futuristic vehicle to speed through the air, yet with reduced energy consumption. The A350H would have engines fuelled by cryogenized hydrogen, which could replace fossil fuels in the future. With this design there would also be no more need for airport runways, as the take-off and landing would take place vertically. The thought of one day getting onboard an aircraft like this is certainly exciting... let's hope that Uribe's idea takes off!

19/05/2010 YC /ATCNA

Beckham to buy a jet!

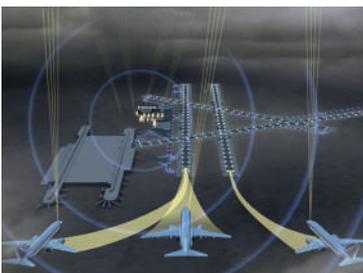


© All Rights Reserved

English footballer David Beckham is currently signed to Los Angeles Galaxy, but has been loaned to the Italian club AC Milan. He will play in the Italian Championship during the second half of the season, his first game being in January. This means that the jetsetter will find himself far from the family home and he is worried about not spending enough time with his wife Victoria and their three sons. Beckham has therefore come up with a plan to invest in a private jet so that he can regularly commute between Europe and the USA. This is a somewhat expensive solution, as the plane he hopes to buy costs around 14 million dollars! However, for those who have the money and the inclination, being a good father has no price limit!

05/11/2008 YC /ATCNA

A new aeronautical support system



© Honeywell

With technological progress, aeronautical navigation systems are improving all the time. To prove the point, we refer to the recent solution developed by the company Honeywell. Its SmartPath Precision Landing System assists airline pilots when coming in to land. During the approach, data is transmitted via GPS. This is carried out in a very precise way, between the planes and the control tower and vice versa. This ground-based assistance system enables improved control of the plane's altitude and speed as it approaches the airport. According to Honeywell, its inexpensive solution could effectively replace the instruments currently in use. The company has announced that it is preparing to install the SmartPath Precision Landing System at Galeão-Antonio Carlos Jobim International Airport in Rio de Janeiro, Brazil.

23/09/2010 YC /ATCNA

FASHION

DESCRIPTION

- **Content** Keep up to date with fashion on a day to day basis: latest trends, must haves, news about designers, catwalk news...
- **Frequency** 3 news items per week
- **Size** 800 characters

EXAMPLES

A spring in the crocodile's step



© Lacoste

To celebrate the arrival of spring Lacoste has created a fresh and seasonal collection with Liberty of London. This large British store, founded in 1875, is a veritable institution of international renown. It is in the heart of this establishment that the famous floral fabrics, logically called Liberty, were designed. They have become as much cult classics as tartan or marine styles. Today, Liberty prints have been picked up in fashion, interior design and graphic art. Available in polos or pique dresses, Liberty's "Betsy" print, which is the flagship design in this collection, will suit young ladies and their mothers too. Stylish enough to bridge the generation gap and available in pink or green tones, whichever you choose you will be a rose among roses.

08/03/2011 NBo /ATCNA

Tailor-made trousers are all the rage



© Levi's

Levi's has found success once more with a revolutionary new product. Since last August, the inventor of denim has been offering a range of almost made-to-measure jeans under the name of Curve ID. Since its launch, more than a million women have embraced it. 80 per cent of sales through the online store in Europe are for Levi's Curve ID. In addition, since 1st March, the American brand has set up a special service for perfect fitting jeans. The concept: an online system that allows customers to make an appointment for a personalised advice session. An expert in the Levi's Curve ID system determines with each client the most appropriate style depending on their body shape and style of dress. New sizes and styles are also now available.

08/03/2011 NBo /ATCNA

In Vogue



© Vogue

At the most stressful point in her career, Emmanuelle Alt, the new editor-in-chief of French Vogue, managed to avoid the box of tranquilizers! Rather, for the first edition entirely published under her direction, the journalist focused on one of the best by inviting top Brazilian model Gisele Bündchen to appear on the cover of the magazine. On sale since 25th March, the April 2011 edition proves crucial as it is supposed to reveal the trends for this summer. With her Dolce & Gabbana white lace dress, the South American siren reassures us with the idea that lace hasn't yet disappeared from the scene, despite what some may say. And what could be sexier than a little white see-through dress over tanned skin? Whether intended as a message or not, this cover signals a return to basics!

14/03/2011 SDo /ATCNA

DESCRIPTION

- **Content** For fashionistas, all the latest trends in shoes and accessories.
- **Frequency** 3-5 news items per week
- **Size** 800 characters

EXAMPLES

"It bag": artisan spirit



© All Rights Reserved

Accessories for the summer season are riding a trend in craftsmanship, most notably the famous "it bags". These luxury leather handbags eschew expensive materials like crocodile skin to draw inspiration from the not too distant past when placemats, cushions, tablecloths and embroidered sheets were created with meticulous attention to detail and patience for bridal trousseaus!

As a result, lace has pride of place when it is fringed in delicate cream leather by Dolce&Gabbana who have put their "bling-bling" side on the back burner. As for the skill of crochet, it has ditched its hippy "power flower" image to play the chic girl about town at Salvatore Ferragamo. A special mention for Lady Dior revamped with braided raffia, which we wouldn't recommend for the beach but would look great on a shopping jaunt with friends. You've got the message: artisan craftsmanship is all the rage!

01/28/2011 BF /ATCNA

1, 2, 3... Sun!



© Asos

With the arrival of the summer sun, it is high time to consider that crucial question: which pair of sunglasses will you choose to enhance your look this summer?

Last winter's retro trend persists with a wave of old school glasses. More or less pronounced butterfly shapes with acetate frames, the "Madmen touch" is still prevalent. Another 100 per cent vintage return is rounded frames. Wavering between retro trends and contemporary tastes, they will give a relaxed feel to your wardrobe. Two colour options are available: pastel tones and bold antipodean colours in keeping with the "colour block" trend. And don't forget, if you want to see clearly as well as being seen, choose a model with imposing proportions. In the style of the latest must-haves from the British online store Asos, chic and cheap, they are already perched on the noses of well-informed fashionistas.

01/04/2011 NBo /ATCNA

The return of rounded toes



© All Rights Reserved

Shoe manufacturer Salvatore Ferragamo is preparing for autumn with its latest colourful collection. The Italian brand is presenting a new line of affordable footwear called "My Ferragamo". The line includes a modern take on ballerina flats to appeal to a younger target market. From rounded ends and low heels to velvet, soft leather and flashy patent colours like red, green, blue and yellow, this timeless style has been completely revamped! Furthermore, the ballet flats pick up on classic and luxurious principles, before being finished with a precious buckle bearing the brand's label. Boots with the famous dual colour heel are also available. From September, this collection will be exclusively on sale in Ferragamo boutiques.

26/07/2010 ALB /ATCNA

THE GOOD LIFE

DESCRIPTION

- **Content** Selection of premium cigars to help you choose the best for moments of relaxation.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Good leaves



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Presented in a genuine cedar cigar box with a humidifier and hygrometer on the inside of the lid, "Le Petit Larousse des Cigares" is an authentic reference book about cigars. It describes the history of the cigar from the pre-Columbian era to the smoking rooms of today. It also explains the stages of production from sowing to assembly, which differ according to location, and provides comments on tasting. In the final part of this book dedicated to one of the true arts of living, the reader will find an illustrated catalogue of 200 of the most reputed cigars, classified by brand, from the four main locations (Cuba, Dominican Republic, Honduras and Nicaragua).

Gift box *Le Petit Larousse des Cigares*, Guillaume Tesson, Pub. Larousse.

07/11/2010 MP /ATCNA

Flavours of Havana



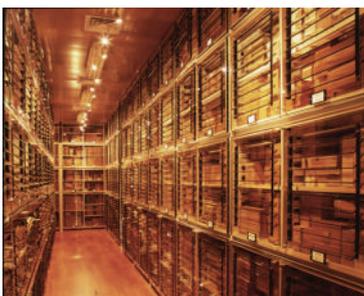
© All Rights Reserved

A cigar should be savoured irrespective of the occasion... In other words, any time is a good time! However, to choose your cigar well it is essential to consider your mood and the amount of time at your disposal. For example, the Hoyo de Monterrey Epicure N°2 is perfectly suited for the end of a meal thanks to its aroma, which won't bother other diners. Plump and thick-set, it has a lovely density; its tobacco leaves are supple with an excellent draw and very good combustion. However, this must-have requires a certain commitment on the part of the smoker. After all, you will need almost hour to take full pleasure from this spicy delight.

Hoyo de Monterrey Epicure N°2, format Robustos, 19.84 mm in diameter, 124 mm in length.

10/09/2010 MP /ATCNA

Collecting and preserving



© All Rights Reserved

Successfully creating and maintaining a collection of cigars is complicated. It requires time and patience, as well as essential equipment to preserve these sensitive souls! In particular, you will need a constant and adequate temperature and humidity, or you risk seeing the cigars turn to dust! Armed with this observation, the company Gérard Père et Fils from Geneva has created the Private Bank of Cigars, a "safe deposit room" where several hundred safe boxes allow maturity to develop over the long term. This layout is placed under the watchful eye of a team of professionals. Each cigar has its own identity text that is regularly updated on privatebankofcigars.com, in order to facilitate searches and transactions. As a result, aficionados can enjoy their collections with even greater confidence and serenity!

10/09/2010 MP /ATCNA

DESCRIPTION

- **Content** Brief news devoted to wine and wine tasting: vinification, advice on conservation, events...
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Long live the king of wines!



© All Rights Reserved

The actor David Niven describes the benefits of champagne in these terms: "A minimum of alcohol and a maximum of companionship". This notion perfectly suits the Billecart-Salmon Brut Rosé, a little marvel produced by a company that undertakes a painstaking vinification process to achieve fabulous results. Pale pink and radiant, the colour and appearance of this champagne shimmers in warm golden light. Precise and elegant, its first taste is followed by a finish with hints of raspberries. Very pleasant to drink as an aperitif, it tends to be particularly enjoyed by women. It goes beautifully with sushi, smoked salmon or shellfish, for example, lobster. This well-balanced champagne has a lovely aroma, body and a long fruity finish.

07/11/2010 MP /ATCNA

Pay tribute to the Cornalin



© Fotolia

The winemaker's association of Flanthey, in Switzerland, is organising *Le Temps du Cornalin* for the fifth consecutive year. On this occasion, the 13 winegrowers and winemakers of this charming village in the Valais region of Switzerland will present their red Cornalin wines (from the Cornalin grape variety) and others from 2009, which was an exceptional year if we are to believe the experts! Three winemakers from German-speaking Switzerland also offer pinot noirs from their vineyards. Food is served non-stop from 12 noon to 10pm (game, raclette, alpine cheeses from Mondralèche, etc.). At the end of the day, an accordionist will lead the dancing with joy and good humour!

Le Temps du Cornalin in Flanthey (Switzerland), Saturday 18th September 2010 from 10.30am.

10/09/2010 MP /ATCNA

Just the right temperature



© All Rights Reserved

The French company Eurocave, which invented the portable wine cellar, has shown further innovation with the new Petite V2, an elegant wine cabinet that will fit anywhere in the house, including the living room. Thanks to its small proportions (H 850 mm x W 297 mm x D 462 mm), this beautifully designed miniature wine cellar will discreetly find its place in any interior. A soft amber colour envelops your beloved wines thanks to the backlighting system.

In addition to its aesthetic qualities, we should also mention its capabilities. It can bring 12 bottles of wine, both red and white, to the ideal serving temperature. With two separate vacuum extraction heads, this wine cellar can also store two open bottles of wine for up to ten days without any deterioration.

07/07/2010 MP /ATCNA

DESCRIPTION

- **Content** Brief news that invite us to taste liqueurs with a variety of strikingly new flavours.
- **Frequency** 2- 3 news items per week
- **Size** 800 characters

EXAMPLES

Signet from Glenmorangie: an emblematic creation revealed



© All Rights Reserved

Critically acclaimed for the production of its excellent whiskies year after year, Glenmorangie has just unveiled Signet, its most innovative expression to date. Signet is an unorthodox whisky that transcends convention and constitutes a rich spirit that is unrivalled in flavour.

When you taste it, the dark voluptuousness and velvety explosion of Glenmorangie Signet reveal themselves. Watch it coat the inside of your glass, its amber coloured liquid running gently to the bottom. Its texture brings to mind velvet: delicate and dark, and unlike anything else you have ever tasted. For those looking for even more impact, simply pour Signet over ice and notice the powerful aromas that emerge, while the flavours infuse your palate with exquisite waves of sensation.

01/10/2008 CM /ATCNA

Dried apricots in alcohol



© All Rights Reserved

Ingredients for 3 large preserving jars:

- 800g of soft dried apricots
- 3dl of water
- 100g of sugar
- 7dl of apricot brandy

1. Begin by placing the dried apricots in the preserving jars.
2. Mix the water and the sugar in a measuring container.
3. Add as much apricot brandy to make the liquid up to 1 litre.
4. Pour the mixture over the apricots and carefully seal the preserving jars.
5. Nothing remains but to wait patiently for three to four weeks before consuming this smooth, sweet fruits.

05/03/2006 YB /ATCNA

Fabulous glasses for Absolut vodka



© All Rights Reserved

Not just a drink, but a vision! Such is the concept that presides over Absolut, the multifaceted brand of vodka known for its universal appeal, from the valued elixir of the night owls to more discerning palates. This constant quest for inventiveness is today expressed through a limited series of glasses created by the German designer Konstantin Grcic. Timeless, delicate and beautifully designed, these objects of desire are presented under the name of Absolut Grcic. They await aesthetes and fans of trendy drinks in the Zurich store Einzigart, where they are available for sale exclusively.

31/10/2007 AB /ATCNA

DESCRIPTION

- **Content** Brief news about the world of cocktails for seasoned bartenders and enthusiastic amateurs.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Preparing your cocktails in style



© All Rights Reserved

The design company Alessi offers a gift box specially designed for cocktail lovers. Created by the Italian designer Ettore Sottsass this set is made up of must-haves for all self-respecting bartenders. As a result, you will find a 50cl "Boston" shaker, a stirrer, a strainer and also a cocktail measurer to help you make perfectly balanced cocktails. All these beautifully refined items are made of 18/10 stainless steel, a highly resistant material. In other words, you can continue mixing your cocktails one after the other without worrying about damaging this high quality equipment.

15/01/2011 NBo /ATCNA

An exotic bar



© All Rights Reserved

Are you looking for somewhere to enjoy refreshing cocktails after a hard day? There could be no better recommendation than to set off in search of Crossroads Cocktail Bar. This place has a unique charm, combining ultra-stylish Far Eastern décor with and a relaxed New York atmosphere. Sit back and allow yourself to be tempted by the wide selection of cocktails. In particular, the Singapore Sling and the Dubai Sling are unqualified successes! Fans of shisha will also be delighted, as this bar also has an entire area devoted to the Middle Eastern pipe. Fruity essences mixed with infused tobacco, what else do you need for a journey filled with exquisite flavours?

Crossroads Cocktail Bar, Wafi Mall, Oud Metha Road, Dubai.

03/12/2010 MF /ATCNA

"Daisy": small but strong!



© Fotolia

In line with its name, the "Daisy" belongs to the family of short drinks, served in glasses measuring 12 to 15cl. They are made up of a spirit base, generally bourbon, accompanied by lemon juice and a teaspoon of grenadine syrup. As an alternative or just to make a change, any other red fruit syrup can be used according to your preference. To mix all the ingredients together well it is strongly recommended to use a cocktail shaker. The resultant mixture is then served in small 12cl glasses piled up with ice for the most refreshing effect. The less reckless could add a little sparkling water to lengthen their "Daisy". To give a nice aesthetic touch to this concoction, just add a few leaves of mint or small fruit.

01/02/2011 NBo /ATCNA

DESCRIPTION

- **Content** The world of tea and coffee: new products, shops to try out, tasting advice...
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Swiss tea in China



© All Rights Reserved

Revolutionising the Chinese tea ceremony, that was the gamble taken by Eric Favre, the inventor and former boss of Nespresso coffee capsules. CEO and founder of one of the biggest coffee companies, Monodor SA, the Swiss entrepreneur has now introduced capsule-based tea makers to the Chinese market.

Called Tpresso, the system was initially launched in China, looking to supply local demand. The product could then be marketed in other Asian and European countries. The ancient tradition of drinking tea will consequently seem very out-dated, as the Monodor SA machine reduces the time required to brew the leaves to 50 seconds, as opposed to five minutes using the traditional method. Working with an upmarket Chinese distributor, Teafinder, Tpresso naturally provides tea leaves of superior quality. Would you expect anything less?

www.tpresso.com/en

15/01/2011 NB /ATCNA

Grunge afternoon tea



© All Rights Reserved

Who said that tea was the preserve of well-brought up individuals? Whatever the case may be, it certainly wasn't Guillaume Sanchez or the Eleganz Collectif, founders of Horror Picture Tea in Paris. Located in the 1st arrondissement (district) of the French capital, this rather unusual tearoom is a "mix of a young and offbeat target market exasperated by the atmosphere of the traditional Ladurée teashops", according to the company's website.

The location not only houses a tearoom, but also a tattoo parlour. In true grunge style,, Horror Picture Tea offers rock-influenced pastries with names like "Heavy Éclair", "Le Maca'Ramonés" and "Lemon Starfish", to be enjoyed with Kusmi Tea. Definitely swimming against the tide, this establishment is open until 2am and also hosts rock concerts, of course!

www.horrorpicturetea.com

03/12/2010 MF /ATCNA

The end of capsules?



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Now that the Nespresso patent is in the public domain, Nestlé will have to face up to increased competition in the field. Two brands have recently begun offering cheaper capsules that are compatible with Nespresso machines: La Maison du Café with "L'Or Espresso" and Alice Allison with "Nexpod". What's more, United Coffee is about to launch its own machines with individual portions. By joining forces with giant European supermarkets like Lidl and Carrefour, the Swiss coffee producer hopes to popularise the system, in contrast with Nespresso, which is a luxury product only available in small specialist stores. Heralded as a market war, will this competition lead to the ruin of coffee in capsule form? Italian and oriental coffee firms will also no doubt attempt to beat a path into this market.

www.unitedcoffee.com

06/05/2008 AB /ATCNA

DESCRIPTION

- **Content** The world of chocolate: portrayals of master chocolatiers, new shops, new flavours, chocolate and health...
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Chocolate heaven



© All Rights Reserved

Hershey's Chocolate World is entirely devoted to the pleasures of savouring cocoa-flavoured delights. This haven of indulgence is the first of its kind to be set up in the Middle East by the giant American confectioner. It is located on the 2nd floor of the well-known shopping centre, The Dubai Mall. Hershey's Chocolate World is a paradise for chocolate lovers, offering hundreds of different exclusive products, in particular the famous giant chocolate bars, measuring 60cm x 30cm and weighing about 2 kilos! A variety of souvenirs and personalised creations are also available. The must-have item: get a picture taken, the photo is then printed on the chocolate wrapper. A fun and interactive experience that can be enjoyed by all the family!

02/02/2011 MP /ATCNA

Federer the chocolate fan



© Lindt

Recently, Swiss tennis player Roger Federer fulfilled his role as ambassador for the chocolate brand Lindt in excellent style. A few days before his win at the Masters, the tournament that brings together the best tennis players in the world, the amiable sportsman visited Kilchberg, near Zurich in Switzerland, where the headquarters of Lindt are located. An immaculately dressed Roger inaugurated the Christmas Lighting Event, which lit up the famous chocolatier's factory. The highly colourful spectacle was designed by Gerry Hofstetter, an artist specialising in upmarket Christmas decorations. At the event, Federer admitted he ate a lot of chocolate. Based on his permanent good shape though, we are certain he doesn't overdo it!

03/12/2010 YC /ATCNA

An enemy with our best interests at heart!



© Fotolia

In beauty salons, we often hear of massages with argan oil and exfoliations with honey. Today, chocolate also wins unanimous support. This delicious, melt-in-the-mouth food is in fact a real ally for our bodies. It is relaxing and beneficial for dry or mature skin. Its melting texture, like its aroma, faithfully calls to mind mousses and other delights. Chocolate continues to surprise us with its properties. As well as the peachy softness it gives the skin thanks to its high cocoa butter content, it is higher in antioxidant properties than green tea or broccoli. These properties help us to fight stress and neutralise the emergence of free radicals, responsible for skin aging. Rich in flavonoids, cocoa also contains vitamins (A, B, C, E), minerals (potassium, iron, calcium, copper) and trace elements. A regenerating cocktail for your skin!

01/02/2010 BF /ATCNA

ORGANIC & FAIR TRADE

DESCRIPTION

- **Content** Learn all about the organic products making their way towards your kitchen!
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Honest Tea purchased by Coca-Cola



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Coca-Cola has purchased the balance stake in the organic tea firm Honest Tea, which was once just a small player in the niche market of organic bottled drinks. About 13 years ago in 1998, the multi-national giant Coca-Cola purchased a 40% stake in this company for 43 million dollars. However, the amount that they have now paid for the balance 60% stake has been kept a secret. The company has become part of Coca-Cola North America's unit known as VEB or Venturing and Emerging Brands.

Today, Honest Tea products are sold in 75,000 retail outlets, compared to 15,000 shops just three years ago before it was partially taken over by Coca-Cola.

06/02/2008 NB /ATCNA

Organic milk is good for you



© Fotolia

Although sometimes considered controversial among sceptics, products certified "organic" occasionally receive a positive boost from a scientific study that confirms their beneficial effects on health. Recently, British researchers have been looking into the advantages of milk that is produced organically. They compared the quality of the fat content in milk from a variety of brands, some produced using organic methods and some using industrial methods. The results of the study were unequivocal, revealing that milk labelled "organic" resulted in a drink that contains more omega 3 and omega 6 on average. Organics, which are good for both our own health and that of the planet, have plenty of life in them yet!

27/01/2011 AM /ATCNA

Steaz: new zero calorie drink



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A zero calorie product manufactured by Steven Kessler, who is the co-founder of The Healthy Beverage Company, is going to be rolled out at Natural Products Expo West between 11th and 13th March. Steaz will also introduce new flavours and a different type of packaging for its Steaz Zero Calorie Sparkling Green Tea. It is going to be sold in small 12oz cans, although the original glass bottles that it was previously sold in will still be available. The product has already won the Best New Organic Product of 2009 by BevNet and the Best New Carbonated Beverage of 2009 award.

11/03/2009 PS /ATCNA

DESCRIPTION

- **Content** A newswire dedicated to the different aspects of fair trade: products, brands, concepts...
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Poetik t-shirts: a trendy way to support fair trade



© All Rights Reserved

In order to intelligently support fair trade, the Swiss eco-clothing brand Poetik is offering t-shirts with slogans based on the poetic principles of haiku. These short Japanese poems are composed of three lines with a total of 17 syllables. The t-shirts bear texts that are tender, simple and profound, and are available in a variety of languages. In addition, Internet users can showcase their talents by writing their own poem, which may be selected to be printed on products for the next collection! Eko-Skal's certified 100% organic cotton is manufactured in limited quantities in India. As such, these clothes represent a commitment to ecology and sustainable development, particularly towards supporting foundations and organisations fighting for the same values as the brand.

05/04/2007 FL /ATCNA

Bono: clothes to boost the economy of the Third World



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Bono and his wife have succeeded in creating regular employment with decent rates of pay in certain developing countries by manufacturing a line of clothes called Edun in those countries. The U2 frontman hopes to help boost the economy of the poorest regions of the globe by producing this collection according to fair trade principles. This good deed, which highlights once again Bono's interest in Third World development, was inspired by his many trips to Africa. His multiple contacts around the continent have shown him that they could easily do without our charity if we gave them the opportunity to share their know-how and to gradually integrate into the global economy. He believes that it is his duty to help them in this regard, and this profession of faith could increase the rocker's chances of carrying off the Nobel Peace Prize 2005.

15/03/2005 AB /ATCNA

Bern: temporary fair trade capital



© Fotolia

On 31st August, Bern in Switzerland will be transformed into a "Fair Trade City". This huge market will bring together the Ministry for the Economy, Coop, Migros, the Max Havelaar Foundation, and the stores Claro and Gebana. It will provide an opportunity to better understand the ranges of products that respect both mankind and the environment. To discuss the principles and development of the sector in greater depth, an international symposium called the "Fair Trade Fair" will also be organised.

Fair trade is a means of enabling small producers from developing countries to face the future with a little more security and dignity. For several years already, it has made clear progress and more and more citizens support it with conviction. After the huge success of the 2003 event, the city of Bern is eager to repeat the experience!

12/07/2005 CR /ATCNA

SUSTAINABLE DEVELOPMENT

DESCRIPTION

- **Content** Simple actions that can be incorporated into our daily lives to protect the environment.
- **Frequency** 5 tips per week
- **Size** 500 characters

EXAMPLES

Local and seasonal fruit and vegetables



© Fotolia

Often of better quality than produce that has been shipped over long distances and stored for long periods, seasonal fruit and vegetables from your local area mean you can reduce the impact of international transportation. In fact, their use of grey energy, that is the total amount of energy required for their production, from cultivation to use, is much less than those that have had to travel long distances before landing on your table. In addition, bought during the height of their season, they are cheap and invariably delicious.

02/11/2006 DB /ATCNA

Cleaning a car without water



© Fotolia

Washing cars means wasting clean drinking water. In fact, it is estimated that cleaning a car in the conventional way requires between 150 and 200 litres of water. However, techniques are evolving and it is now possible to clean your vehicle without this liquid element... or almost. Specialist companies have launched themselves on the market in droves. Their advantages include virtually dry cleaning, the use of natural ingredients, enhanced protection of the bodywork and often the process can be undertaken at home.

16/03/2008 DB /ATCNA

Walking, it's the bee's knees



© All Rights Reserved

Insufficient exercise represents the main risk factor for cardiovascular health problems. Consequently, walking to work and using public transport allows you to reduce those cardiovascular risks, maintain good health, protect the environment and save money. Walking is the most efficient way to get around in towns and cities. By walking, you improve your circulation as well as your digestion, reduce your blood pressure, lose weight and improve flexibility; you will also benefit by getting to know your town and local area better and you will be contributing to an improvement in air quality.

22/12/2010 DB /ATCNA

DESCRIPTION

- **Content** All the news from governments, organisations and companies combining green efficiency with economic efficacy.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Oil giant ExxonMobil to donate \$100million to G-CEP



© All Rights Reserved

In 2002 Stanford University launched the "Global Climate and Energy Project" with partners including ExxonMobil and General Electric in order to develop more sustainable energy systems that will lower greenhouse gases and still meet the demands of a growing world population. The number one goal is to "Identify promising research opportunities for low-emissions, high-efficiency energy technologies."

While this seems to mark a change in course for ExxonMobil it is unlikely that the world's largest oil company would welcome a complete shift out of hydrocarbons. Indeed just this Tuesday a number of US NGOs (including the Union of Concerned Scientists) launched a campaign that criticizes its environmental policy, stating that "While ExxonMobil has pledged \$ 100million... that is just two days worth of its 2004 profits and is dwarfed by its spending on oil and gas exploration in 2004 alone."

13/07/2005 TM /ATCNA

Water purification: IBM breaks new ground



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IBM has launched a new and energy efficient water filtration system intended for companies, governments and public services around the world. It is essentially designed to desalinate sea water, but above all it is able to eliminate substances toxic to man, such as arsenic. This substance regularly poisons people living in disadvantaged areas who don't have access to a source of clean drinking water. The filters currently in use are often damaged by the chlorine added during the purification process. Consequently, researchers at IBM have developed a unique chemical mix, based on fluorine. This ecological solution will help to fight against one of the biggest issues threatening the planet today, that is, the worrying decline in drinking water supplies.

16/03/2009 YC /ATCNA

Sustainable development: Sweden gives China a helping hand



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Often singled out for its lack of consideration regarding the environment, China has nevertheless got a significant eco town project underway. It will be situated in the province of Hebei, in the east of the country. Political representatives have just arrived in Sweden to discuss the state of the art technological help that Scandinavian companies will bring to the project. They were able to visit two Swedish eco towns equipped with the most recent techniques in sustainable development in the realms of town planning and architecture. For example, the implementation of windmills, innovative infrastructures for collecting rubbish and mineral and vegetable filters for the disposal of waste water. This know-how positively addresses environmental concerns, and it is reassuring that China is taking the issue so seriously.

27/02/2009 YC /ATCNA

DESCRIPTION

- **Content** Well designed and thought-out products, solar energy powered gadgets and even clothes that meet green requirements 100%.
- **Frequency** 2-3 news items per week
- **Size** 700 characters

EXAMPLES

Eco-friendly mobiles are arriving in force



© Samsung

The green trend is starting to impact mobile phone manufacturers as well. And a good thing too! This autumn, 2009, sees the launch on the market of two models that can be charged using solar energy. In addition, they also use recycled materials. The Pop, developed by LG, does not stand out for its functionality and does not include 3G, unlike its competitor, the Blue Earth from Samsung. But both phones are equipped with a photovoltaic panel on the reverse side. So here is an ecologically responsible alternative to the more traditional charging method. However, it is for the moment still new technology. This option will only be used occasionally, since the solar energy recharging method is not yet very efficient. But it can still tide you over!

19/10/2009 YC /ATCNA

Vote for tomorrow's green techno gadgets!



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At the Greener Gadget Conference 2009, a competition has been organised to select the ten best designed gadgets of the year from a practical and ecological perspective. At this second annual event, 50 international projects are entering the competition. The futuristic products under consideration are very varied. They include a printer that runs on used coffee grounds and a Venetian blind fitted with solar slats, which redistributes solar energy collected during the daytime as light during the evening. There is even an innovative calculator that clips to a tap and harnesses water power! Show your eco-warrior credentials by voting for your favourite green gadgets!

06/02/2009 DD /ATCNA

Opel presents its electric car: Ampera



© Opel

At the International Motor Show in Geneva, the manufacturer Opel displayed its concept car, the Ampera. The car has five doors and four seats, and is capable of travelling 60 kilometres powered by its 16 kilowatt lithium battery. Once the battery power has been discharged, a thermal generator takes over and allows it to travel a distance of 500 kilometres. To recharge the Ampera, you just have to plug it into a domestic socket. It will be launched at the end of 2011, if the German company manages to survive... Opel, a subsidiary of General Motors, is currently experiencing major financial difficulties.

05/03/2009 YC /ATCNA

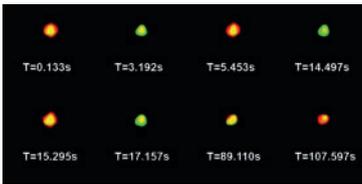
HIGH TECH

DESCRIPTION

- **Content** Details of future technological developments and how research is progressing.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Nanoparticles tagged with fluorescent yellow



© All Rights Reserved

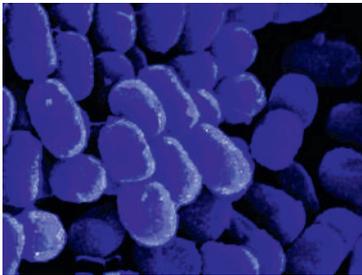
Nanosciences are advancing at a rate conversely proportional to their field of application, that is to say in giant steps! And the evidence: a recent feat achieved by a team of engineers at Ohio State University.

These scientists have succeeded in tagging some nano-sized particles. How did they go about it? By placing quantum dots, nanocrystals made up of semi-conductors, inside the nanoparticles to be tracked. The team at Ohio State University used two types of quantum dots, emitting green or red light. The researchers observed that when a nanoparticle received these two nanocrystals, a blinking fluorescent yellow light was visible to the human eye.

It is a significant development, which will allow scientists to understand more about cellular-level biological processes.

31/03/2011 YC /ATCNA

Bacteria to be used as digital smart cards?



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For most of us mere mortals, bacteria are basically bad germs whose only purpose is to make us sick. But from scientists' point of view, these charming little beasts offer unlimited potential in the field of new technology. To this end, having successfully programmed microscopic organisms to generate images, top researchers are now attempting to use them as living smart cards by imprinting digital data onto their DNA. Even better, a team from the Japanese University of Kelo has already developed a system whereby information may be stored on the genes of a bacterium called *Bacillus Subtilis* and then read at will, thus transforming certain chemical elements of its genetic code into alphanumeric data!

26/02/2007 AB /ATCNA

Photosynthesis: Japan reinvents green energy



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As the fossil fuels on which we have become so dependent start to become rarer, and with the challenge of saving the planet becoming increasingly urgent, scientists all around the world are actively working on new ecological and inexpensive ways of producing energy. Doctor Hideki Koyonaka and his team are rising to this challenge by developing matter capable of reproducing the phenomenon of photosynthesis. This revolutionary material, made up of microscopic particles of manganese, enables ethanol and sugars to be manufactured from elements as common as air and light, just as plants do. It also has the added advantage of reducing the quantity of CO₂ in the atmosphere 300 times more efficiently than any plant. And for an unbeatable price, too!

16/03/2007 AB /ATCNA

DESCRIPTION

- **Content** Internet & IT news scrutinised for a better understanding of this fast-growing industry.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

"Firefox 4": 22 March



© All Rights Reserved

Development of the fourth incarnation of the Firefox browser has taken longer than originally planned. The Mozilla Foundation has at last released the date when its final version will be available. Firefox 4 should see the light of day on 22nd March.

Its developers didn't want to rush things. Firefox 4 has had no fewer than 12 interim versions, known as betas, before the Release Candidate, the almost finished version, which was launched online on 10th March. Version 4 will better support the HTML 5 and CSS3 languages. The browser will be faster, whilst its interface will see some significant changes, including in particular a darker menu bar. It should be noted that the competition has also recently had a facelift, with Internet Explorer 9 from Microsoft and Chrome 10 from Google.

17/03/2011 YC /ATCNA

Apple set to collide with the netbook market



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The rumour was circulating... and finally it has been confirmed! Apple has unveiled its new MacBook Air. Steve Jobs presented two models equipped with 11.6 and 13.3 inch screens respectively.

The smaller of the two products will be like a kind of luxury netbook. At 29.95cm wide and 19.2cm deep, this ultra-portable device is impressive for its slimness, from 0.3cm to 1.7cm. And its weight? Only just over a kilo (1.06kg).

What about technical specifications? The smaller of the new MacBook Air devices is equipped with an Intel Core 2 Duo processor running at 1.4 GHz and has an option to accommodate up to 4GB of RAM. This Apple branded netbook obviously includes WiFi and Bluetooth connectivity. Sadly, no 3G to report, but we can count on 30 days of battery life in standby for 5 hours when connected to the Internet.

21/10/2010 YC /ATCNA

On the web, everything has a price!



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Following on from its sponsored links and blogs, Izea has invented sponsored tweets! The American company, which puts advertisers in touch with active Internet users on social networking sites, has just announced the launch of this new service. Everyone seems to be getting something out of it. Brands are achieving visibility via community sites like Twitter, which they find difficult to reach and penetrate. "Twittermaniacs" can fill up their coffers at the same time as indulging in their favourite pastime. In the end, it is just a question of the two parties negotiating to establish the price of a click or a tweet (Pay per click and Pay per tweet). And what of surfers in all of this? For the moment, it is still possible to differentiate between standard tweets and sponsored tweets as the latter are clearly identified. Something to keep a close eye on...

06/08/2009 DD /ATCNA

DESCRIPTION

- **Content** Recent releases, new equipment, classifications and trial versions: all the latest video games news, categorised by console.
- **Frequency** 5-8 news items per week
- **Size** 800 characters

EXAMPLES

Ezio sets off on his travels



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We know a little more about "Assassin's Creed: Revelations", the release of which was confirmed recently for November. The latest instalment of this action adventure series devoted to the exploits of Ezio Auditore will take gamers to Constantinople, formerly known as Istanbul, a city brimming with history and once considered the hub of the known world. But we will also visit other locations, as revealed in the magazine "Game Informer".

"Assassin's Creed: Revelations" will kick off in Masyaf, as did the first instalment in the franchise. Then on to Constantinople, after which Ezio will continue his travels to Cappadocia, an underground city controlled by the Knights Templar. Finally, the multiplayer mode offers an entirely new destination: the Greek island of Rhodes. A gripping and perilous journey is in the horizon!

24/05/2011 YC /ATCNA

It's all about bananas!



© All Rights Reserved

"Donkey Kong Country Returns" was recently released exclusively to Wii and has brought Nintendo's family-friendly console back into the limelight. Owners have been waiting a long time for a title of this quality. Gamers and critics seem to agree that this instalment, released 14 years after the last title in the simian franchise, stands out as simply the best "Donkey Kong" game ever produced!

Its plot centres on a dastardly business of stolen bananas. Nintendo introduced a most unusual promotional offer in a few shops in the UK. The first customers who went along to buy "Donkey Kong Country Returns" were left open-mouthed when the sales assistant asked for a bunch of bananas in exchange for the title... These lucky gamers clearly got the deal of the year!

08/12/2010 YC /ATCNA

Fun hack'n slash



© All Rights Reserved

"Dungeon Hunter: Alliance", now available on PlayStation 3, is a medieval hack 'n' slash. What's special about it? The title was originally successful on iPhone in 2009. Aiming to combine unadulterated action with role play, it neglects the second aspect slightly, which is a shame... "Dungeon Hunter: Alliance" is particularly attractive because of its modest price and will appeal to gamers in search of a straightforward title from a genre that doesn't appear in great quantities on Sony's HD console. In addition, it benefits from a more than respectable duration. A further plus point is that the title is compatible with PS Move. To really enjoy immersing yourself in "Dungeon Hunter: Alliance", we can't recommend too highly trying out its multiplayer mode, open to four players per game. It's a fun and unpretentious hack 'n' slash, neither good nor bad.

19/04/2011 YC /ATCNA

DESCRIPTION

- **Content** The funniest, craziest, most innovative gadgets, previewed.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Two ports for one charger...



© All Rights Reserved

Marware, the American manufacturer of innovative accessories for Apple products, is launching a new dual port USB charger for cars. This innovation is designed to plug into the cigarette lighter, ideal for all those who travel, go on holiday or just make frequent business trips. Clever, discreet, well designed and barely the size of a car key, this dual model allows you to plug in, charge and simultaneously use two iPhones, iPods, PDAs, mobile phones, MP3 players, digital cameras or any other gadget that requires a USB port. On the technical side, the input voltage is 12 to 24V and the output voltage current is equivalent to 5V/1000mA. This handy product will be available from summer 2009, giving us plenty of time to stock up on fun devices in order to make the most of it!

16/07/2009 DD /ATCNA

Anti-3D glasses!



© All Rights Reserved

Does watching movies in 3D give you a migraine? Or do you simply find the effects pointless? Well, next time you go the cinema screening a film in this format, why not take along a pair of 2D glasses!

This isn't a joke. An inventor called Hank Green has designed these special specs, capable of eliminating 3D effects. The idea came to him when he went to see "Tron: Legacy" with his wife. She wasn't able to enjoy the film; the 3D effects had given her a headache. Wanting to continue going to the cinema together, Hank transformed a pair of 3D glasses. He made the glasses so that the two lenses transmitted the same image, thus nullifying the 3D effects. Not a bad idea! Hank Green has opened an online shop to sell his invention. A pair costs 7.99 dollars (excluding shipping).

20/04/2011 YC /ATCNA

An iPhone case for "Gears of War" fans



© All Rights Reserved

"Gears of War" devotees who are lucky enough to own an iPhone will certainly want to rush out and buy this accessory! The online marketplace Etsy has put on sale a case designed for Apple's smartphone emblazoned with the logo of the well known first person shooter game released in 2006 by Microsoft Games. The product looks stunningly gothic with its prominent blood-red skull. Made of high-quality hand-cut beige felt it has been securely hand-sewn to withstand daily use. The case can be used equally well to protect an iPod Touch. At the princely price of 18 dollars (excluding postage and packing), this is certainly a bargain for a handmade case. We can only hope that fighting does not break out among GoW fans in the rush to pick one up before they sell out!

06/08/2009 DD /ATCNA

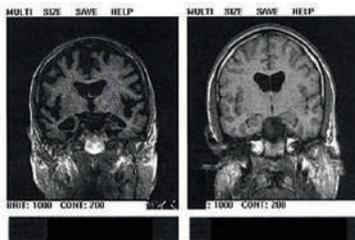
WELLNESS & BEAUTY

DESCRIPTION

- **Content** "Wellness News" reveals the latest results from international studies and research in the field of physical health.
- **Frequency** 3 news items per week
- **Size** 500 characters

EXAMPLES

Alzheimer's: a self diagnostic test



© All Rights Reserved

English researchers at Cambridge University have put the finishing touches to a test which will allow the self-diagnosis of Alzheimer's disease. Dubbed TYM, the relevance of this range of different memory tasks has been evaluated by 540 people. It has resulted in the test being deemed suitable for the detection of Alzheimer's. It will soon be possible to access the TYM test online.

02/02/2011 YC /ATCNA

Socialise in order to age better



© Fotolia

Socialising regularly will help you to maintain a better quality of life in old age. Researchers have shed light on the positive relationship between enjoying a regular social life and slowing down the decline in motor function in the elderly. This relationship was determined by monitoring 906 subjects aged over 65, over a five-year period, who were unaffected by any other serious diseases such as dementia or Parkinson's.

31/08/2009 YC /ATCNA

The danger of soda drinks



© All Rights Reserved

The US organisation NHANES (National Health and Nutrition Examination Survey) is warning against the dangers of fructose (a constituent obtained from corn syrup), which is present in significant quantities in some soda drinks. A survey carried out on about 5000 adolescents aged between 12 and 18 years showed that 82.5% of them consumed sweet drinks regularly. This is an alarming figure, as fructose encourages high blood pressure and increases the risk of cardiovascular problems.

26/09/2009 JM /ATCNA

DESCRIPTION

- **Content** Selection of the best, top of the range, cosmetics products.
- **Frequency** 3 news items per week
- **Size** 700 characters

EXAMPLES

Lace before your very eyes



© Helena Rubinstein

The ever more innovative range of mascaras is being extended further with arrival of "Lash Queen Sexy Blacks", from Helena Rubinstein. The famous brand has been in existence for 70 years and has come up with a brush with the dream statistics: of "90-60-90". Thanks to this brush, your eyelashes will be more curved and sexy than ever before. But the sensuality of this new product doesn't stop there. The tube itself, covered in black lace, is an invitation to seduction. The glamorous packaging was created by Claire Jacquemart, the young winner of a competition organised by Helena Rubinstein.

10/11/2010 NBo /ATCNA

Fight the first signs of aging



© DR

Your thirties are a turning point in your life. And the same thing applies to your skin. After this milestone, your skin begins to lose its ability to recover. A bit like ourselves, after a night on the town! To give your cells back the necessary energy to combat the first signs of wrinkles, Lierac has developed "Initiatic", a collection emerging from the latest advances in the field of skin aging. The "Crème Lissante Energisante 1ères Rides" (Cream for the 1st Signs of Aging) allows you to reduce and delay the appearance of the signs of advancing time thanks to the combined action of amino acids and goji berries. Apart from the fact that its pleasant fragrance, a mix of freesias and red tea, will delight your senses!

28/03/2011 NBo /ATCNA

Green Paris



© Hermès

In a single sensual stroke, Hermès has consolidated its position as a market leader in luxury goods. Since 1951 the brand has produced fragrances as restrained and chic as its Kelly bags, but the new perfume "Un Jardin sur le Toit" (A Garden on the Rooftop) plays on sweeter notes. This initial sweet aroma gives way to the fresher scent of green grass and herbs. Ideal for spring!

Jean-Claude Ellena, the company's exclusive perfumer since 2004, is behind the latest offering from the "Parfums-Jardin" collection, which was inspired by the garden on the roof of the Hermès boutique in Paris. After travelling the world in search of unusual fragrances, he found exoticism in the heart of the city, in the form of this patch of greenery.

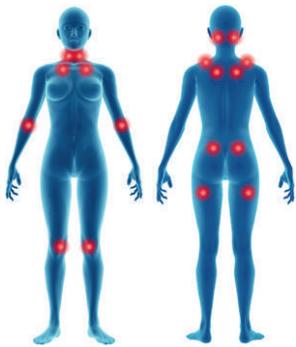
25/01/2011 SDo /ATCNA

DESCRIPTION

- **Content** "Psychology" reveals the latest results from international studies and research in the field of mental health.
- **Frequency** 3 news items per week
- **Size** 500 characters

EXAMPLES

Cognitive behavioural therapy vs fibromyalgia



© All Rights Reserved

People suffering from fibromyalgia experience chronic muscular pain. It is a problem that affects about two per cent of the population and is due to a disturbance in their sensory threshold to pain. A clinical trial recently demonstrated that by carrying out breathing control exercises patients can reduce their levels of pain. Now, a study has also proved the effectiveness of cognitive behavioural therapy for patients suffering from fibromyalgia.

02/12/2010 DD /ATCNA

Napping considered unseemly



© Fotolia

British sociologists have carried out a study into the sleeping habits of the elderly. The majority of those interviewed felt guilty about having an afternoon nap. They admitted that they battled against dozing off in the middle of the day, out of fear of being thought of as lazy. However, as the authors of the study went on to say, taking a siesta is beneficial for the elderly in order for them to have enough energy to maintain active social lives.

28/10/2010 DD /ATCNA

Fewer psychotic disorders in the countryside



© Fotolia

Epidemiological data gleaned to date has indicated that fewer individuals suffer from psychotic disorders like schizophrenia in rural areas. A recent study, undertaken in Sweden on more than 200,000 subjects, has been unable to find precise reasons for this phenomenon. However, the researchers suggest that the social fragmentation seen in towns and cities is a possible cause of the predominance of psychotic disorders in urban areas.

13/10/2010 DD /ATCNA

DESCRIPTION

- **Content** General advice on how to stay pretty all year round using natural products with recognised properties, home-made treatments or simple useful tricks.
- **Frequency** 3 news items per week
- **Size** 500 characters

EXAMPLES

A nice hot bath? Good idea, but...



© All Rights Reserved

What a pleasure it is to simply jump into a nice hot bath as soon as the weather gets cold! It's very tempting, but be warned that such dips may have a bad effect on your skin. So it is wise to take a few precautions. First, add a few drops of essential oil to the water. Afterwards, dry yourself gently by padding rather than rubbing your skin. Finally, cover yourself with a nourishing body cream. And please, do not accept your bathtub's invitation too often!

01/10/2007 AB /ATCNA

Well-being mask for irritated skin



© All Rights Reserved

Skin suffers from our repeated movement between high indoor temperatures to cold outdoor ones, especially during the winter season. However, it is easy to make up for this rough treatment by applying a softening mask to your ill-treated cheeks. Mix two spoonfuls of flour with some fresh milk and let it soak into your skin for 15 minutes. Rinse it off with warm water and then apply some rose syrup to your face. Your delicate skin will be better in no time.

18/10/2007 AB /ATCNA

All you need to know about clay



© Fotolia

Clay has been used since time immemorial for its detoxifying and cleansing virtues. It is usually used as a mask to treat spots and minor skin ailments. Added to bath water, clay softens your epidermis and gives your skin a beautiful texture. Clay can also be used as an ointment, in which case it helps heal wounds and cuts.

03/11/2007 AB /ATCNA

HEALTH

DESCRIPTION

- **Content** The newswire devoted to advice, tricks and tips for combating stress, staying in shape and feeling better. Exercises with an animated gif image.
- **Frequency** 4 news items per week
- **Size** 500 characters

EXAMPLES

YOGA: As supple as a reed...



© ATCNA

For a flexible, slender figure, stand up with your back straight, legs apart, arms raised in a cross and pivot to the right, with your left leg stretched out behind you and the right leg in front. Inhale, then bend your torso forwards exhaling slowly, bending your right knee and stretching your arms in front of you.

When your chest reaches your thigh and your hands reach your foot, straighten your leg again keeping your upper body against your thigh and releasing the air in your lungs. Repeat in the other direction, then repeat the whole exercise ten times.

02/08/2006 AB /ATCNA

FITNESS: Lovely legs, a slim waist and a flat stomach



© ATCNA

Get lovely legs, a slim waist and a nice flat tummy from a single exercise! Sit down on the floor, back straight, legs outstretched and slightly apart and arms out to the sides. Then lean forward, pivoting your upper body to the right and touching your right foot with your left hand, keeping your right arm outstretched behind you. Remain there for five seconds, then return to the original position and repeat the movement ten times. Then repeat the whole exercise again, this time touching your left foot with your right hand.

25/06/2010 AB /ATCNA

ANTI-STRESS: Relax your feet



© ATCNA

After supporting our entire bodyweight all day, our feet may swell in the evening. To relax and lighten them, give them a massage. Bring your left foot onto your right knee and place the palm of your left hand on the area at the base of your toes. Then place your fist against the plant of your foot, in the hollow that precedes the fleshy part right before your toes. Press strongly and carry out a small massage by exerting a circular movement from top to bottom with your fist. Continue for one or two minutes, then repeat on the other foot.

20/10/2005 AB /ATCNA

DESCRIPTION

- **Content** Make yourself feel better with relevant information and simple but effective advice.
- **Frequency** 3 news items per week
- **Size** 500 characters

EXAMPLES

Radishes: terrific from head to toe



© All Rights Reserved

The radish has many qualities, being rich in fibre, iron, potassium, calcium and vitamins B and C, as well as low in calories. Its revitalising properties, such as iodine, magnesium and sulphur, make it effective against the blues. It is also excellent for the digestion and strengthens teeth, nails and hair, as well as lightening the complexion.

We generally enjoy radishes for their peppery roots, but the leaves (eaten in salads) promote youthfulness with their provitamin A, folic acid, vitamin C and iron. So make the most of them!

03/08/2010 AB /ATCNA

The apricot: sunshine captured in a fruit



© All Rights Reserved

It has a curvaceous shape, a glorious soft orange colour and its flavour makes it one of the undeniable delicacies of the summer. What is it? The apricot! This fragranced fruit is on sale from June to August. It is notable for its abundance of provitamin A and carotene (excellent for the complexion) and its richness in potassium. Low in calories, it only has one flaw: its relative acidity, which can come out during cooking and result in excessive sugar.

02/07/2009 JM /ATCNA

Tender raspberries



© All Rights Reserved

The fragile summer raspberry has many qualities beyond its fresh sweet taste. Rich in vitamins A and C, this little berry provides energy and good health without weight gain. Its high potassium content makes it a diuretic, while the magnesium it contains is the best natural stress buster there is. Use it against rosacea in a facemask with a few drops of olive oil and one tbs of milk. Its pectin also makes it excellent for digestive transit. For maximum benefit from these berries, choose them red, shiny and firm, and eat them within 24 hours.

30/03/2010 AB /ATCNA

DESCRIPTION

- **Content** "Wellness News" reveals the latest results from international studies and research in the field of physical health.
- **Frequency** 3 news items per week
- **Size** 500 characters

EXAMPLES

Acne doesn't influence morale?



© Fotolia

Several studies undertaken in the past had established that acne has an impact on the psychological well-being of adolescents who suffer from it. However, recent research carried out in Australia has shown contradictory results. Consequently, it seems this common skin condition during puberty has no psychological impact. It really is quite surprising. In any event, these results do need to be confirmed.

22/12/2010 DD /ATCNA

Omega 3 under the microscope



© All Rights Reserved

Many benefits are attributed to omega-3 fatty acids, including their ability to prevent cardiovascular diseases. However, this link has never been scientifically proven in major clinical trials. Now, researchers have published a study taking into account 2500 subjects, who were monitored over the course of more than four years. Whatever the case may be, according to the results, taking omega-3 supplements has no protective effects on cardiovascular events in people who have suffered a heart attack.

15/12/2010 BF /ATCNA

Relieving back pain



© All Rights Reserved

Back and neck pain are considered a significant problem for public health. Many people resort to acupuncture or massage to relieve and soothe their symptoms. Researchers at the University of Ottawa in Canada have undertaken a review of scientific studies regard this in order to understand the real impact of these complementary therapies on this type of pain. Their effectiveness is modest, but they are still more beneficial than the usual conventional treatments.

12/01/2010 BF /ATCNA

PSYCHOLOGY

DESCRIPTION

- **Content** News items that tell us more about everyday gestures, which seem banal but reveal our personality.
- **Frequency** 3 news items per week
- **Size** 700 characters

EXAMPLES

Follow his gaze



© All Rights Reserved

Where your conversation partner looks when he speaks is as significant as his gestures. If his eyes are fixed on a part of your anatomy other than your face, there is a strong chance that you are dealing with somebody impossible to convince, who will stubbornly go ahead with his own ideas even if you suggest the opposite. Moreover, a shifty gaze is often a sign of lying or cheating, while one that looks towards the sky is a sign of an obvious lack of confidence, as it seeks divine support to some extent. You also have to be careful if your conversation partner closes his eyes at the end of each sentence, as if for punctuation. This is without a doubt a confirmed manipulator, who does not at all tell you what he thinks... and certainly does not think what he says!

26/10/2005 AB /ATCNA

Revealing stillness



© DR

When we talk, our hands usually emphasise our speech through their movements. At least, that is the case for most of us! However, if your conversation partner expresses himself with his hands in his pockets, on his knees, on the armrests of his seat or on the table, you can tell that he is hiding something, or at least not telling you everything he knows. The same thing applies if he interlaces his fingers, keeping his hands held together. As such, it is wise to be on your guard when you are with someone who maintains the stillness of a statue. This repression of body language, whether deliberate or not, betrays your conversation partner's hidden intentions.

01/11/2005 AB /ATCNA

Betrayed by their nose!



© Fotolia

We often find ourselves rubbing our nose as though to relieve an itch, but on many occasions the reason for this action is more profound. It often means that we are getting hot under the collar, suffering from irritation or even exasperation. In addition, this unconscious movement provides a way for us to give ourselves attitude in the face of a losing battle. Thus, people with hot tempers will tend to repeat this gesture if they have the impression they are losing control of the situation. As for the manipulators, they generally suffer from this tic when they are upset due not getting their own way. So, the next time you see someone repeatedly scratching their nose, you have good reason to be suspicious!

09/11/2005 AB /ATCNA

DESCRIPTION

- **Content** The influence of the stars over your sign will no longer hold any secrets for you.
- **Frequency** 7 news items per week per star sign
- **Size** 140 characters

EXAMPLES

03/05/06

- Aries** Venus is by your side again, making your lovelife harmonious, while the sun in your sign is helping you to regain confidence in yourself. /ATCNA
- Taurus** Nothing seems able to harm you in your professional life. Take the opportunity to prepare for a future promotion. /ATCNA
- Gemini** It's good to change, but to destroy everything you have done over these last years is surely a mistake! Think it through! /ATCNA
- Cancer** Control yourself and count to three before opening your mouth - sometimes words can be more hurtful than we realise. /ATCNA
- Leo** Dominated by Venus, the current conjunction is good for communication and professional development. However, you need to make sure you don't give in to greed. /ATCNA
- Virgo** Soon the tensions that are weighing you down will only be a bad memory. Thanks to the alliance between Jupiter and Neptune, May will turn out to be a generous month for your bank account. /ATCNA
- Libra** You've been pulling on your tether so hard you've now reached the end of it! Your fatigue is also making you over-sensitive to a somewhat tense family situation. /ATCNA
- Scorpio** The vexations that have been wearing you down since the start of April are now fading away. Make the most of this period of happiness, as it won't last beyond 6th June. /ATCNA
- Sagittarius** Perturbed by Mars' passage through Pisces, your mood will improve if you take part in some kind of physical activity. /ATCNA
- Capricorn** Spring may be good for nature but it isn't good for you. You will feel exhausted and struggle to keep your head above water. /ATCNA
- Aquarius** Your ideas may be somewhat incoherent but your stars suggest a period of joy and dynamic activity, strengthened by the influences of Jupiter and Saturn. /ATCNA
- Pisces** Do you feel that you are being treated badly? Say so politely and refuse to accept this mistreatment. You can be strong too! /ATCNA

DESCRIPTION

- **Content** Your libido is influenced by the stars. Your eroscope tells you all you need to know about current pulling prospects, sexual disappointments and opportunities to get a date.
- **Frequency** 7 news items per week per star sign
- **Size** 140 characters

EXAMPLES

24/08/06

- Aries** You are suffering from low self esteem and sexual hang-ups. Try to understand what your body is telling you and be prepared for change! /ATCNA
- Taurus** Your friends boast of sexual exploits they have never tried, but endeavour to stay within the realms of reality, as the resulting pleasure is much more intense. /ATCNA
- Gemini** Your pulling power is shining brightly, so go to achingly hip bars and let yourself be tempted. It'll be really hot. Just go with the flow. /ATCNA
- Cancer** The stars are indicating change. So go ahead and don't be too calculating, a bit of something new never does any harm, particularly as far as sex is concerned. /ATCNA
- Leo** You think you're unlucky, but you're not doing anything about it. Forget about being rational and take advantage of the pleasures that are knocking at your belt! /ATCNA
- Virgo** Nothing is out of the question. There are things you like and others you don't, but there has to be something to suit all tastes. /ATCNA
- Libra** Your libido is not very generous at the moment. Look around, there's plenty to get excited about! So stop holding back and go full steam ahead! /ATCNA
- Scorpio** You're not happy with recent sexual adventures, but there's no point getting stressed about it - the stars are coming to your aid! /ATCNA
- Sagittarius** Pleasure is something that has to be learned slowly and methodically. The next few days will be full of delightful experiences. Watch out, there are steamy surprises awaiting you. /ATCNA
- Capricorn** The world is ready to see your inner and external beauty, so raise the curtain and get on with the show. /ATCNA
- Aquarius** Everyone wants you, but you owe it to yourself to make the first move. The result will live up to your expectations: full of carnal delights! /ATCNA
- Pisces** Since your beloved has been paying you compliments on your performance you have never felt more confident. That's fine, but don't overestimate your sexual prowess. /ATCNA

FAMILY

DESCRIPTION

- **Content** Advice and information about babies and the education of children.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Growing up to the sound of music



© Fotolia

Discovering music at the age of 5 months... That is the aim of "musical awakening" exercises, which give babies and their parents the opportunity to dance, sing and clap along to a rhythm. This new kind of class is currently booming and going down a treat with little ones, who are particularly receptive to sound and vibration. We don't need to spell it out for you. All babies start to wiggle at the sound of a sweet song, or burst into laughter when you hum them a lullaby and act out the moves that accompany it. In addition, by the time they are a few months old, they are babbling away with baby chatter and humming, well before they can say "mum". So why not offer children and their parents a clear musical structure and a real musical foundation? Especially considering that music is believed to be highly stimulating for the brain's development. When something is both beneficial and fun, there is no reason not to try it!

02/11/2010 BF /ATCNA

Milk teeth: an investment in the future!



© Fotolia

Despite improved access to information, decay in milk teeth is a continuing problem. Dentists sometimes have to remove four teeth at once from nine-month-old babies. Some parents think that no special oral hygiene routine is necessary until the adult teeth come through, while other parents lack information, and there are some who give their babies sugary dummies or bottles of cocoa milk to send them to sleep. As a result, the little one's teeth remain in contact with the sugar or milk all night. It is better, then, to give your baby a bottle of water when putting them to bed. Plan a dental examination at the age of three or four, unless your little one suffers dental problems, stains or coloured areas before then. After that, one check-up per year is sufficient if the child's teeth are not subject to problems.

16/08/2010 BF /ATCNA

For or against a dummy?



© Fotolia

Specialists advise mothers that using a dummy tends to slow down the feeding rhythm, which can result in reduced breast milk production, causing early weaning. It is recommended to limit the use of a pacifier from the age of 12 months. At the age of two at the latest, dummy sucking should be stopped for good, to prevent dental malformations. This includes so-called orthodontic dummies. However, other specialists prefer the use of a pacifier to letting a child suck its thumb. It isn't easy for parents to work out what to do. As is often the case in terms of education and dealing with babies, they proceed through trial and error and finally find the option that suits them best. On the face of it, some seem unconvinced by dummies. However, the arrival of a flesh and blood baby and the accompanying crying often ends up overwhelming their determination.

24/08/2010 AB /ATCNA

DESCRIPTION

- **Content** Get your little ones kitted out for all circumstances.
- **Frequency** 2-3 news items per week
- **Size** 500 characters

EXAMPLES

I want ketchup!



© Fotolia

The words "healthy", "ketchup" and "good for you" can finally appear in the same sentence. Sugarfree Ketchup has been launched on the market. It obviously doesn't have quite the same taste as the unassailable Heinz but it has much the same effect on the plates of children. Carrots, cauliflower and sautéed potatoes are so much more appealing once coated in a velvety tomato sauce. We take our hats off to this excellent initiative, which eliminates 60% of the calories in one fell swoop.

15/03/2010 IM /ATCNA

The transformer



© All Rights Reserved

This clever cot from the furniture company Be transforms into a desk once it is too small for your child. To benefit from this ingenious "2 in 1" idea, just remove the legs to give it a new role in life.

Furniture that evolves with your child is good, but it is even better when it fits into your interior too. Your little one will grow up and the cot will transform into an elegantly designed desk. After embracing your child's dreams, it will inspire his or her poetry. As beautiful in its "chrysalis" form as when it develops into a "butterfly".

28/09/2010 IM /ATCNA

Paul Smith dresses your children



© All Rights Reserved

Like several other luxury brands, the British designer Paul Smith is embarking on a foray into children's fashion with the "Junior" line. Paul Smith is the king of colour! Offering multi-coloured clothes and vibrant printed fabrics, he was clearly keen to reproduce his "oh so British" style in his children's line. The variations for boys and girls escape the eternal pinks and purples. A punchy, exuberant line to liven up the winter season, delighting parents and their little darlings alike!

30/08/2010 ABn /ATCNA

DESCRIPTION

- **Content** Science explained to children in a fun and uncomplicated way.
- **Frequency** 2-3 news items per week
- **Size** 700 characters

EXAMPLES

The history of chewing gum



© Fotolia

Already during prehistoric times people were chewing the sap of certain trees, which seemed to have some medicinal properties. The Incas and the Greeks also masticated. The first modern chewing gum was invented in the 19th century by an American using spruce resin. A few years later, this resin was abandoned in favour of sapodilla gum, a tree from Yucatan. This gum retained its flavour much better. A patent was submitted by William Semple in 1869 and chewing gum was manufactured on an industrial scale from 1900. It was popularised in Europe at the end of the Second World War. If you chew a lot of it, chewing gum can have harmful effects on your health. In addition, the pavements of towns and cities are often soiled by gum, hence the importance of throwing it in the dustbin and not on the floor!

17/11/2008 AB /ATCNA

What is biodiversity?



© Fotolia

Biodiversity means the entirety of all the life forms on Earth, the links that unite them and their interaction with the environment. The area of the Earth where biodiversity is at its richest, and on every level, is the tropical rain forest. Many species live there, and are threatened by secondary pressures caused by the activities of humankind, like for example, the massive deforestation of tropical countries. We all need each other to survive and to continue to evolve. To preserve and protect biodiversity, small everyday actions, like sorting and recycling rubbish, are essential. We should respect plants and animals so that we can continue to enjoy the benefits of biodiversity for centuries to come.

04/03/2007 LF /ATCNA

Magic carbon dioxide gas



© Fotolia

Here is a little experiment that will enable you to understand what a chemical reaction is and how an extinguisher works. Place a tealight at the bottom of a glass container. Then pour some baking soda around the candle without covering it. Light the candle and add a tablespoon of vinegar (maybe a little more) onto the baking soda. The candle will go out. And if you try to strike more matches they will also go out as you approach the bubbles created by the chemical reaction. Fire needs oxygen to burn and the carbon dioxide gas released by the experiment has absorbed this oxygen. If you wait a few minutes, you will be able to relight the candle. Genuine magic!

30/11/2009 AB /ATCNA

DESCRIPTION

- **Content** Find out all about pets, their needs and their unique characteristics.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

I want a rabbit!



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Choosing a pet for your child is tricky as many criteria need to be considered: the child's age, available space, budget, routines and habits... An affectionate dwarf rabbit is suitable for children over the age of six. A cross between Polish and English breeds, the dwarf rabbit prefers to roam free rather than live in a cage. If you have to keep it shut up, be sure to let out for at least an hour a day. The rabbit is an herbivore with a delicate digestive system. If you want it to live a long life (about 8 years), the right daily food supply is essential: hay, green vegetables, carrots and grain. Never give it chocolate, crisps, milk or bread. Unlike cats, rabbits can't withstand falls, having fragile skeletons. So be careful when you carry it around. Finally, don't forget to get it vaccinated!

12/11/2008 AB /ATCNA

A turtle disguised as a penguin



© All Rights Reserved

With irresistible illustrations that are both sweet and funny, Valeri Gorbachev offers a tribute to the creative imaginations of children. One night, Father Turtle tells his son a story about penguins at the other end of the world. As soon as he gets up, Little Turtle rushes to the attic, digs out an old frockcoat belonging to his grandfather and puts it on. At school, a strange penguin arrives who livens up the class by revealing his Arctic home to his little friends. What a day! Even naptime is devoted to penguins. After so much excitement, Little Turtle returns home. Tonight, Father Turtle will talk about... monkeys!

For ages 2-3: *Turtle's Penguin Day*, Valeri Gorbachev, Pub. Alfred Knopf

07/03/2010 IM /ATCNA

Dogs, cats, rabbits...



© Fotolia

The animal refuge of Bernex (Geneva) is organising a weekend of discovery on Saturday 25th and Sunday 26th September, from 11am to 6pm. Children will be able to see animals that are regaining their zest for life thanks to the excellent care provided by the Geneva Animal Protection Society. They will also be able to take part in numerous activities, like a surprise walk with their families and dogs that need adopting, pony rides and even a show by an "Agility" dog. Volunteers from the society will also be on hand to give advice to visitors on their four-legged friends or regarding adoption. In addition, they will have the opportunity to admire the renovation work on the cattery, the extension of the refuge, new boxes and play areas for the animals.

www.sgpa.ch

04/09/2010 MB /ATCNA

DESCRIPTION

- **Content** Everything about marriage: advice, beauty, decor, news...
- **Frequency** 1-2 news items per week
- **Size** 800 characters

EXAMPLES

The first engagement photos of William and Kate



© All Rights Reserved

The celebrity news of the year definitely remains the relationship between Prince William and his fiancée Kate Middleton. The presence of these lovebirds generates a wave of sentimentality wherever they go. The famous photographer Mario Testino took the official photographs of William and Kate's engagement. First of all, we see a very elegant and gracious young woman, a veritable fashion icon. She wore a simple white dress, looking very bride-to-be and quite virginal. As for the young prince, he wore a very formal Turnbull and Asser suit. The young couple sealed their union with a shared look filled with love. That in itself is surely a more important detail than this series of official photographs.

13/12/2010 SMh /ATCNA

Be beautiful on your big day



© Fotolia

Being the most beautiful on your big day simply requires some good sense and several months of preparation, especially in the last few days of the countdown. First of all, the bare essentials: look after your skin all year round. Remove makeup, moisturise, exfoliate or use a facemask every week, eat a balanced diet and drink plenty of water... These are a few essential beauty habits. The real countdown begins about six months before the wedding. First concern: the hair. Opt for masks or treatments, ask your hairdresser for advice; they know the texture of your hair. Another essential requirement: nourish your skin. Body lotions, dry oil, bars of facial and body soap, special moisturising cream for the face... they all help nourish the skin. Lastly, don't forget your neck, which could betray the overall youthfulness of your skin with its lines and creases.

09/03/2010 HS /ATCNA

Dream wedding



© Arushi

Treat yourself to a fairytale wedding, just like the princely marriage that united the beautiful Kate Middleton and Prince William recently. Founded in 1989, Arushi specialises in creating exquisite wedding dresses and evening gowns, giving you the chance to make this dream come true. The shop offers a wide variety of designs: luxurious, vintage, romantic, and above all, unique. Arushi is located in the desert city of Dubai. However, ladies who do not live in the region, but still want a wedding worthy of the "1001 Nights", can click away online to see a selection of hand-embroidered creations. In fact, Arushi dresses the royal family of the United Arab Emirates, no less! For more information, visit www.arushi-fashion.com.

29/04/2011 BF /ATCNA

DESCRIPTION

- **Content** News and advice relating to divorce.
- **Frequency** 1-2 news items per week
- **Size** 800 characters

EXAMPLES

California divorces will take longer



© Fotolia

According to new divorce legislation in California, oral testimony is a must in divorce cases unless, of course, the judge finds good grounds to omit it or both partners decide against it. This will increase the amount of time it takes to settle divorce cases that are heard in the Golden State, since the court will require extra time to make inquiries, ask questions to the spouses and witnesses and so on. People fear that this might put additional strain on the judicial system and couples will have to wait longer for proceedings to complete. It might also prompt couples to finalise their divorce in alternative ways, for example, via arbitration, mediation and so on.

25/11/2008 CM /ATCNA

Tiger Woods: divorce official



© All Rights Reserved

The now ex-wife of the famous American golfer Tiger Woods has shown much strength of character and great dignity throughout the scandal following the infidelity that brought an end to her married life. These recent months have been relatively difficult for Elin Nordegren, but perhaps today, far from prying eyes, she has been able to breathe a sigh of relief at the Bay County Circuit Court in Panama City. Both parents will share joint custody of their son and daughter. Elin received a settlement at the end of these divorce proceedings. We don't know anything more about the sum awarded. All we know is that Tiger Woods had a string of affairs before entering into a rehabilitation programme. We hope that his ex-wife has now made the right choice.

24/08/2010 SM /ATCNA

South Dakota Senate to vote on custody again



© Fotolia

A bill presented on 7th March 2011 at the South Dakota Senate is going to affect how the custody of children will be decided in divorce proceedings. Right now, both parents get joint custody of the child. This changes if one of the parents does not want to share custody or if they can prove that the other parent should not get custody of the child. In such a case, a custody hearing is held if one of the parents requests it. The bill had been presented before, but it has been changed since, so the House will have to pass a vote on it again.

19/02/2009 CM /ATCNA

DESCRIPTION

- **Content** "50 plus" offers a range of topics specially designed for dynamic and active baby-boomers.
- **Frequency** 2-3 news per week
- **Size** 800 characters

EXAMPLES

Morocco: the land of greens



© All Rights Reserved

Notice to golf fans: the land of Morocco offers legendary courses, which were frequented by Churchill and Eisenhower, and can be combined with other fascinating activities. After "drawing" and "fading" at the foot of the snow-covered peaks of the Atlas mountains, between lakes, palm trees and bunkers, a little tour of Medina is worthwhile, which is teeming with life in the evenings. La Palmeraie golf club is an oasis of freshness for those in search of peace and quiet, while the Atlas mountains provide a perfect setting for unforgettable walks and rambles for the more intrepid. As for those who dream of living like a sultan, they can slumber in a genuinely princely "riad"-style palace.

10/09/2010 MG /ATCNA

Walk away from dementia



© Fotolia

As the classic Nancy Sinatra song goes, "These shoes are made for walking!" Indeed, if you want to keep your brain sharp and slick right into old age, the best move you can make is to get your walking shoes on. Yes, you heard that right: new studies have demonstrated that young senior citizens who walk more than six miles every week are smarter and more alert than their peers. So, if you want to prevent your brain from shrinking physically in size as you age, then your best bet is to start a regime of regular walks. Studies have shown that those who suffer from dementia and other brain-related diseases have physically smaller brains than those who don't. Walking will keep your brain firing on all cylinders and allow you to make the most of your retirement years.

10/09/2010 JM /ATCNA

Extensions for you!



© All Rights Reserved

With age, hair often becomes finer and sparser. What can you do? Get extensions! That's right - they aren't only for young women who want to show off long flowing locks for a single evening. Specialists in the field have just perfected Hairdreams MicroLines, a system that is perfectly adapted to the problems of "senior" hair. It is made up of micro-threads on which the Hairdreams are hand-knotted. They are then fixed to your own hair to blend seamlessly with your own tresses. You gain natural new volume that is easy to deal with on a daily basis since the system is worn day and night. You can enjoy sports, swim in complete confidence and even feel the wind in your hair behind the wheel of your convertible. See your hairdresser for more information!

10/09/2010 MP /ATCNA

ANIMALS

DESCRIPTION

- **Content** A category dedicated to dogs: well-being, anecdotes, training...
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

The sixth sense of a specialist



© Fotolia

If our friends the dogs are trained to save us in times of crisis, a recent discovery has increased the wealth of "help" that canines bring to humankind. A Belgian Malinois shepherd called Aspirant has been trained to recognise someone suffering from prostate cancer just by sniffing his urine. Published in "European Urology" in February 2011, the results of the research undertaken in France by Professor Olivier Cussenot's team (Tenon Hospital, Paris) are more than encouraging since the test has shown specificity and sensitivity levels of 91%. In fact, after being trained to detect the smell of prostate cancer from a ball soaked with urine, Aspirant was able to detect 30 of the 33 patients suffering from the disease from a sample group of 66. In view of the overall success of the experiment the team has decided to train another dog. Screenings for prostate cancer have every chance of astonishing patients in a few years from now...

31/01/2011 SDo /ATCNA

The ice age



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A year after his discovery on the ice floes of the Baltic Sea, an abandoned dog called Baltic, named after the sea that carried him off, now lives on the Polish ship operated by the sailors who found him. Several people who were moved by the animal's dramatic experience had expressed their wish to adopt him. However, the old seadog has been chosen as the ship's mascot by its captain. In other words, his leaving is now out of the question, in view of his role as its protector.

Having spent many hours on the ice floes off the coast of Poland, the dog could have developed post-traumatic stress. But not a bit of it! Toughened up by his experience, Baltic doesn't even feel seasick.

31/01/2011 SDo /ATCNA

Paris Hilton keeps changing her dogs!



© All Rights Reserved

Here is some news that is likely to shock supporters of the Brigitte Bardot Foundation: Paris Hilton has forsaken her pet dog! With a fondness for society events, the rich heiress of the Hilton hotel chain often used to go out accompanied by her Chihuahua Tinkerbelle, a teeny-weeny little dog which she proudly showed off under the spotlights. But time passed and the animal got bigger and fatter, no longer appealing to the beautiful socialite's exacting standards, who merely used her pet as a vulgar fashion accessory. Disappointed, the star of "The Simple Life" sent the poor animal to live with her mother Kathy, just so she could get used to her new smaller model: another dog called Bambi. "She only likes them when they're very small, and Tinkerbelle got too big" confided an insider to the British newspaper The Sun. It remains to be seen whether Bambi is also stamped with a use-by date!

15/08/2005 AB /ATCNA

DESCRIPTION

- **Content** Cats will no longer hold any secrets for you.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Year of the Cat



© All Rights Reserved

If you haven't already checked your Chinese horoscope for 2011, you should know that we are entering the Year of the Cat on 3rd February. Very popular in China and Vietnam, where the Year of the Cat is also celebrated during the Tet Festival, the feline is also much appreciated for its meat. In Vietnam, eating cat at the beginning of the year is considered an excellent way to ward off misfortune. This tradition might displease admirers of little kitties, especially as in order to kill a cat without impairing the quality of its flesh, drowning is considered the best option. If this Year of the Cat is heralded in the usual manner, the key players would probably wish to launch a revolution to avoid ending up on the plates of their adoring fans!

27/12/2010 SDo /ATCNA

Cat nobility



© All Rights Reserved

Like the great Tsars, the Russian blue or Arkhangelsk blue (named after a Russian port) has the natural charisma befitting thoroughbred felines. Slender and muscular, the cat has a silver-blue shorthaired coat and almond-shaped eyes of vivid green. It owes much of its popularity to these contrasting colours. Its name gives a clue to its origins, but this animal's historic past is in fact rather obscure. It may have other origins, as it is also called the Maltese cat. Some believe it originates from the Mediterranean basin, even Spain, in view of its resemblance to the French Chartreux. This controversy over its origins has not, however, damaged its reputation. Highly sought after

and very expensive, the cat has several clubs bearing its image across Europe, in particular in France, Russia and Italy.

12/04/2011 SDo /ATCNA

This is my patch!



© Fotolia

There are all kinds of cats, but despite their differences in character, they all have one thing in common. They all mark their territory, in several locations. It is well known that males mark out their territory with urine, but more subtle gestures are performed by females to indicate their home range. A scratch on a wall or tree leaves a visible mark, which is complimented by the scent produced by their paw pads, to alert all intruders who venture into their space. By rubbing against anything it passes, the cat also leaves its mark through the odour secreted by the glands of its temples, chin and the base of its tail. However, this process serves more as a visiting card than a real defence against enemies. In reality, while the cat seeks to defend its home turf from other felines, it cannot forbid them access altogether, especially in towns, where so many cats live in close proximity.

14/03/2011 SDo /ATCNA

DESCRIPTION

- **Content** A collection of texts dedicated to horses: care, competitions, history...
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

Witnesses to another time



© All Rights Reserved

The last wild equine, the Przewalski horse almost disappeared during the 1970s; only around 300 of these animals remained at that time. Originally from central Asia, this subspecies survived in captivity in zoos before being reintroduced to the Mongolian plains, its natural habitat, in the early 1990s. There are also protected sites in Australia, France and Holland. Smaller than a domestic horse, this animal owes its name to the Russian explorer, Nikolai Mikhailovich Przewalski, who discovered it in 1879 in the Gobi desert region. Another feature that distinguishes it from a conventional horse is that the Przewalski horse has 66 chromosomes in contrast with its related species, which has only 64. Like other animal species such as the bison in North America, this horse, which could have disappeared altogether because of mankind, has ultimately survived thanks to human intervention.

29/04/2011 SDo /ATCNA

A glossy mane



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Just as the most appearance-conscious amongst us carefully look after their bodies, horses all need to maintain impeccable hygiene too. Unable to wash themselves, it is humans who must undertake the task of daily cleaning, otherwise known as grooming. A delicate stage of grooming is keeping the mane in good condition and it consists of brushing followed by washing. While untangling needs be undertaken daily, washing can be carried out once a week. With the help of a hairbrush, softer than a normal animal brush, it is enough to comb the tail and mane, being careful to hold the hair by the roots to avoid hurting the animal. You can then massage the hair with olive oil to nourish it. As for shampooing, it is better to opt for a product designed specifically for horses, because the PH balance of their skin is different to that of humans. An untangling conditioner is strongly recommended to avoid breaking the hair, which is more difficult to brush when wet.

11/09/2011 SDo /ATCNA

Equestrianism and fondue



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The 15th Verbier Horseshow will take place from 13th to 21st August 2011 in the Val de Bagnes in Switzerland. A resort well-known for its glacier and ski slopes, Verbier also knows how to draw the crowds during the summer months with the Verbier Festival, which celebrates classical music. With the approach of its 15th season, Verbier's Horseshow can boast of having gained an international reputation in a setting where competition rages. In addition, it shows real hospitality by opening up the equestrian events to the merely curious, as well as the devotees, free of charge.

Last year, the horses competed in no fewer than 31 trials, among which were two spectacular six bar trails, a knock-out (parallel course), the Verbier Masters, and the SII category Grand Prix qualifier for the Swiss Elite Championship 2012. Let's hope that 2011 achieves the same standard!

www.verbier-cso.com

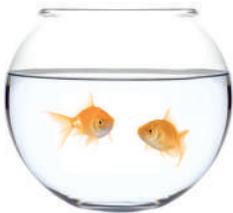
02/05/2011 SDo /ATCNA

DESCRIPTION

- **Content** Everything you ever wanted to know about fish: how to look after them, feed them, understand their history.
- **Frequency** 2-3 news items per week
- **Size** 800 characters

EXAMPLES

The goldfish myth



© Fotolia

A favourite with children and adults alike, the goldfish is, indisputably, the star of all pet fish. However, its popularity doesn't always bring it good fortune... Let it be known that goldfish don't enjoy living in a bowl filled with untreated water.

Being from the cyprinid family and originally from China, the goldfish is from temperate waters (15°C to 20°C), and needs 40 to 50 litres of water to live reasonably well. Tap water, which contains chlorine, can't be used as it stands in a fish tank. It must be left to rest for one or two days to allow the chlorine to evaporate. In order to afford the little animal the comfort it deserves, you need to install a water filter into the tank, as well as an air pump. This is because the toxic waste produced by the goldfish needs to be cleaned out and the water oxygenated.

20/01/2011 SDo /ATCNA

From lake to plate



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The fish industry, like the meat industry, is subject to the ups and downs of mass production and consumption. It is becoming more and more difficult to find fish from a lake or river close to where you live. In addition, polluted water can quickly become poisonous for the organisms that live in it.

Riding the wave of the current trend for "slow food" and locally sourced farming like "Jardins de Cocagne" (an organic community farm project), Julien Monney has just launched a home delivery service of wild fish from Lake Geneva. The young fisherman, whose clientele is made up of private customers and restaurants, offers féras (a white fish), chars, pike and perch, as well as fish-based preparations. Based on the principle of a subscription, the customer chooses how often he would like to receive a delivery. Julien then delivers the fish, caught that very day. Of course, delivery depends on catch!

www.hermance.ch

25/02/2011 SDo /ATCNA

Football star



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Who would have thought that a mollusc would become as famous as Paul the Octopus? Certainly not him... With more than 200,000 people who like him on Facebook, Paul the Octopus clearly deserved a fitting tribute. No sooner said than done, since a statue in his image, measuring 1.8 metres in height, was inaugurated on 20th January at the Oberhausen aquarium in Germany, his place of birth.

He became famous due to his accurate predictions of World Cup match results. Paul the Octopus was the mascot of the German team until he heralded its defeat against Spain in the final. As a result, after two full years of life, Paul the Octopus, who passed away on 26th October, will remain as famous as the footballers Messi and Iniesta.

27/01/2011 SDo /ATCNA

CRAFTS

DESCRIPTION

- **Content** Decoration gets easier thanks to personalised advice and tips to tackle jobs yourself without the stress.
- **Frequency** 3 news items per week
- **Size** 800 characters

EXAMPLES

Transform your walls



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Tamer Nakışci is an internationally renowned industrial designer originally from Turkey. He has just created an innovative set of wall decorations for Kale, called the Cube and Dot Collection. This range allows you to transform walls of any kind into creative surfaces, employing an approach that is part art and part play. To achieve this, Tamer Nakışci created a range of wall decorations consisting of dots, circles and squares. These are extremely varied and available in so many colours that the options are seemingly endless, as is the scope for personalisation. The Cube and Dot Collection is sold in the form of self-adhesive wall panels and allows a level of freedom and fantasy that we rarely get to experience when decorating our homes!

04/08/2009 FF /ATCNA

Practically perfect curtains



© All Rights Reserved

The role of net curtains is twofold: to make your windows look prettier and to ensure privacy by preventing prying eyes from looking in. It is for this reason that it seems especially important to hang them close to the windows. Their colour will then also allow you to play with the light, especially if you choose a very pale material. If on the other hand, you just want to cover the window completely, choose a fabric width that is double the span of the actual width, depending on the type of header tape used. As regards length, plan for an extra 25 centimetres to allow plenty of room for hemming and fixing. Once they are hanging, the curtains should stop 2.5 centimetres above the floor, irrespective of the style chosen.

20/08/2009 BF /ATCNA

Easy wallpapering!



© All Rights Reserved

To do the job well, you really must take your time! Wallpapering is all a question of patience. First, arm yourself with good tools: a large soft brush, a spirit level and stepladder suitable for the height of the wall. Spread the glue over the whole wall, trying not to put on too much, otherwise the paper may buckle. Then half unfold the strip of wallpaper, always starting from the top of the wall, making sure that you leave 2 centimetres over as a margin for error. Cut off the excess at the end. A little tip to ensure the paper is perfectly straight is to draw a line on the wall using the spirit level. You use the soft brush to get rid of any air bubbles. The result: a transformed room that is perfectly finished.

20/08/2009 BF /ATCNA

DESCRIPTION

- **Content** Practical advice to help you arrange your interiors, as well as information on the world of interior decoration.
- **Frequency** 3 news items per week
- **Size** 800 characters

EXAMPLES

"Home Staging" gets organised



© Fotolia

Professionals in "Home Staging", a discipline that has only recently appeared, have had to get organised to get their profession recognised. Thus was born, in October 2009, the French Federation of "Home Staging" Professionals. This organisation aims to organise activity by giving it a framework, and therefore more credibility. In particular, the FFPHS has objectives to register training and even issue a Professional "Home Stager" Card.

The founding members of the Federation (Inside A, TeamArt, Aveo and Mon Home Staging) hope, in time, that this will become the benchmark organisation, giving the different players in the market a point of reference. Particularly as "Home Staging" still needs to convince not only the public at large, but also professional estate agents and realtors.

23/01/2010 NBo /ATCNA

Divide and rule!



© Fotolia

When you have a large living area to furnish, or a single room in which you live, the problem is the same: how to structure the space. By adding a partition within a room of reasonable size, you can attribute a different function to the zones created. By dividing up the interior space, you will also benefit from a more intimate atmosphere.

There are many tricks to organise a room. But be careful: a good partition is above all a partition that relates to the function of the available space. Besides the traditional folding screen, you can use a bookcase to create a living or reading area. A lightweight sheer curtain hanging can outline a bedroom. Finally, several brands offer the opportunity to create veritable green walls thanks to structures equipped with plant pots.

24/03/2010 NBo /ATCNA

More money, for quickly



© Fotolia

Implementing "Home Staging" can save you time (a faster sale) and money. In fact, owners who have chosen to use this method to enhance their properties sell them twice as quickly as others, and above all for 2 to 10% more... Now isn't that interesting? Especially since the longer you take to complete your sale, the more the bills associated with your home accumulate (insurance, electricity and loans).

It should also be remembered that if a buyer has nothing to object to regarding your house/apartment, it will be even more difficult for him to negotiate. All that remains then is to choose the professional you wish to call on, unless you prefer to see to it yourself!

02/06/2010 NBo /ATCNA

DESCRIPTION

- **Content** Themes covered from every angle: practical advice, innovations, useful addresses...
- **Frequency** 3 news items per week
- **Size** 800 characters

EXAMPLES

Curtain hems



© All Rights Reserved

Readymade curtains aren't always exactly right, often needing alteration to fit the height of your ceilings, the shape of your curtain rails or your interior decor. The fastest solution is a sewing machine. Make sure you carefully calculate the length, taking into account the pleats and the size of the rails to ensure that the hem is in just the right place. Then, mark out the hem with chalk and iron it where the mark is. Cut 4 cm above the fold and turn the fabric back on itself twice, inwards. Iron the folds and pin to keep them in place. Finally, choose a strong thread with the appropriate composition and strength. The same goes for the needle. Place the fabric under the foot of the sewing machine and sew along the length of the border as straight as you can. For a perfect drop add lead weights, available from your local haberdashery.

02/03/2009 AB /ATCNA

Haute couture sewing machine

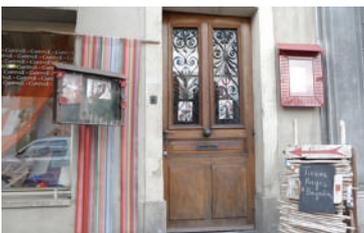


© All Rights Reserved

The Swiss brand Elna has launched a new sewing machine, which is a real technological gem. As innovative as ever, the Elna Haute Couture offers a comprehensive range of sewing functions including embroidery and quilting. Easy to use, it will help you to hone your skills and give you a new feeling for sewing. It exercises perfect control over the majority of fabrics, offering flawless finishing quality. Its mobile screen with colour LCD is the perfect assistant that you soon won't be able to do without. This machine, with its multiple features and up-to-the-minute technical specifications, will act as your muse, awakening the fashionista slumbering within you and enabling you to create your own tailor-made collections in the twinkling of an eye.

10/01/2011 AB /ATCNA

L'Atelier du Coton: cotton in all its guises



© All Rights Reserved

Cotton is a 100% natural material and an integral part of our living world. This makes it a perfect choice for adding warmth to the smallest nooks and crannies of our homes. A welcome addition during the day and at night, it can now be seen in all its guises within L'Atelier du Coton (The Cotton Studio), a lovely little shop that recently opened in Bulle, Switzerland. There you can find it available by the metre, as plaid, as lacework or braid, in brilliant white or shimmering colours. This boutique is a paradise of softness and discovery, where you can also enjoy designing, as the owners of the shop invite creative spirits to join them every Wednesday. Those who attend will have the opportunity to make bags and accessories, or customise belts and clothing.

12/09/2006 AB /ATCNA

DESCRIPTION

- **Content** Tips, exhibition dates and the history of pottery are on the agenda.
- **Frequency** 3 news items per week
- **Size** 800 characters

EXAMPLES

Pottery in Burkina Faso



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Pottery is omnipresent in Burkina Faso, being an integral part of the culture and daily life of its inhabitants. Current archaeological information dates the first appearance of pottery in Burkina Faso to the pre-Neolithic period. Ceramics have been found at all the Iron Age sites and we see an intensification of production which attests to the variety of shapes and the diversity of functions. As well as for domestic use, for preserving and cooking food, ceramics in the form of earthenware storage jars are also used to store agricultural goods and harvested produce. The archaeological ceramics from the sites at Oursi and Saouga in the Sahel date from the 1st millennium BC and bear witness to developments in techniques and artistry. Ditto for Kawara in the west of the country, where the tradition of producing storage jars is maintained. Today, we still find plates, flowerpots and canaris (large storage jars) made of clay.

15/05/2006 AB /ATCNA

Oil-drop glaze



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Among the ceramic glazes, the "oil-drop" effect is not the easiest to produce. To achieve it, you need to fire the glazes at an oxidising atmosphere of approximately 1233°C, which is the only way to create the desired effect. In addition, the glaze should contain a good proportion of red iron oxide and be sufficiently viscous to support the oil drops. Then, you must be careful to correctly apply the glaze, neither too thickly nor too thinly (between 3 mm and 6 mm). Once you have mastered the technique, it is possible to vary the effects, for example the size of the drops, by modifying the firing time, or produce a "leopard" effect by adding a lighter colour glaze. Let your imagination flow.

22/03/2006 AB /ATCNA

A new approach to ceramics



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From 4th to 19th September 2004, the Centre du Vallon in Saint-Cergue will host the sixth ceramics fair. This edition, in contrast to previous events, marking a turning point for ceramics, since the emphasis will be placed more on the meaning of the objects presented than on their use. Initially devoted to utilitarian and decorative work, this year the fair will set off on a journey of discovery along little explored routes, taking a pluralist approach to working with earth. The spirit of the exhibition, which will bring together almost 50 artists, can be summarised by the following maxim: "If the utilitarian has meaning, the meaning can in turn become useful so long as we take the time to consider it."

01/09/2004 VB /ATCNA

DESCRIPTION

- **Content** All that you need to know about creating your own jewellery, local artist's addresses and tips.
- **Frequency** 3 news items per week
- **Size** 800 characters

EXAMPLES

Greenwich Jewelers: a fine balance of trendy and classic



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Hand-picked jewellery, custom designs made specifically for you, a special engagement section that offers jewellery to be worn on your big day: all this and so much more can be found at Greenwich Jewelers in New York City, New York. Owned by two sisters, Jennifer and Christina Gandia, they try to maintain the delicate balance between the old and the new. This is why the new additions to the store include, amongst other things, a trendy Wendy Mink Vintage Class Vermeil Chain Necklace (190 dollars) as well as a pricey but classic Yasuko Azuma Rose Cut Diamond Ring (1195 dollars).

Greenwich Jewelers
64 Trinity Place, New York
www.greenwichjewelers.com

05/03/2010 DD /ATCNA

Fimo beads



© All Rights Reserved

Fimo polymer clay is particularly well suited to making jewellery, as its complete flexibility allows you to shape an infinite variety of objects, as well as create gradations or imitations of precious materials.

To make your beads, you will need clays of different colours as well as a suitable brilliant shine varnish. You may also want to use a box to shape the pearls with greater ease and control. Press the Fimo into bead-sized balls and roll them in the box or in your hands until they are perfectly smooth. Then decorate them and make a hole through the middle to pass the thread through. Finally, fire the beads in the oven following the instructions on the wrapping of the clay. After removing them, leave the beads to cool and apply a layer of varnish to give them a beautiful shine.

07/03/2009 DD /ATCNA

Crea-tiff unveils her world



© All Rights Reserved

Tiffany Rowe is an Anglo-Swiss biologist who is passionate about art, travel and fashion. Often inspired by spherical and molecular shapes, her collections all have one thing in common: each unique piece is created by hand.

From sculptural rings and reinterpreted cameos to earrings in the shape of raindrops or petals, this is the surprising world of Crea-tiff jewellery. An admirer of Japanese aesthetics and inspired by a recent journey to the Land of the Rising Sun, Tiffany Rowe has created a collection called "Sakura", evoking cherry trees in blossom. This array of earrings and accessories for the hair is available in transparent and coloured glass droplets, pearlised spheres and genuine baroque pearls.

14/09/2010 AB /ATCNA

FLOWERS & PLANTS

DESCRIPTION

- **Content** Everything you need to know about plants, tips on looking after your flowers and the latest trends in floral decoration...
- **Frequency** 3-5 news items per week
- **Size** 500 characters

EXAMPLES

The soft and gentle lotus



© All Rights Reserved

Known for its cashmere, Loro Piana is launching a fabric made from lotus flowers. Harvested between May and December from the lakes of Myanmar, the stem fibres are extracted manually and woven within 24 hours to avoid deterioration. You need around 32,000 lotus flowers to create just one metre of fabric! The fabric is supple and crease-resistant, looking like raw silk or antique linen. Initially Loro Piana will sell the lotus flower fabric in Burmese lacquer boxes, then scarves and jackets will be available in spring/summer 2011.

27/01/2011 MP /ATCNA

Plant wherever you please



© All Rights Reserved

The Australian company Insitu Wall Planters recently began selling a system allowing you to plant flowers on vertical surfaces. Now, you will be able to cover your walls with blooms. The idea is simple and can be adapted for just about anywhere. Insitu Wall Planters are available in five different sizes (holding from five to 18 pots). Manufactured in steel and covered in either black satin or brilliant white enamel, they are easily fixed to any wall and immediately bring a splash of colour, nature and life to locations that are generally quite empty, like balcony walls and verandas.

17/08/2010 FF /ATCNA

Time for a catnap!



© All Rights Reserved

Kitty has a tendency to snuggle into flowerpots. That's fine but afterwards you have to clean them out! In order to prevent your interiors from being scattered with fresh soil, here's a good tip that is certain to work. Dilute some strong mustard in water, then put the mixture into an atomiser bottle. All you have to do then is spray kitty's favourite spot. In fact, cats hate mustard going up their noses! So that they still have somewhere to nap, find them another cosy nest.

26/11/2009 BF /ATCNA

HOME & DECO

DESCRIPTION

- **Content** The "Gardening" newswire offers tips and advice to the green-fingered on how best to look after indoor and outdoor plants all year round.
- **Frequency** 3 news items per week
- **Size** 500 characters

EXAMPLES

APRIL: Trees and shrubs



© All Rights Reserved

Plant out container-grown shrubs - the soil is warm enough now. Give conifers a dressing of all-round fertiliser. Do not spray fruit trees whilst in full bloom, as this could prevent pollination. Prune forsythias and other spring-flowering shrubs just as they have finished flowering (the aim is to reduce the plant by about a third). The new growth following pruning will flower next year. When fuchsia start to make their spring growth, cut back all old branches as near to the ground as possible.

27/04/2006 MB /ATCNA

MAY: Roses



© All Rights Reserved

This is the start of the main flowering season. Thin out buds of large-flowering roses and remove any suckers growing from the base of the plant, pulling them off if they are young enough. Otherwise, prune as near to the base as possible. If you saw signs of powdery mildew last year, treat against it with a sulphur-based product before the summer, but do not spray the flowers. Watch out for greenfly and spray at the first signs. Put straw or lawn mowings around the base of the plants to keep weeds at bay. Finally, water any recently planted bushes generously.

05/05/2006 MB /ATCNA

JUNE: Fruit and the orchard



© Fotolia

It is time to start thinning out your fruit! This may seem heart-breaking, but trees that are not strong enough to carry their harvest could die. The remaining fruit will also be much bigger. See if it is necessary after the tree's natural thinning process, whereby excess fruit falls by itself. If your trees have a lot of new side-shoots, carry out "tipping", by pruning them back to six leaves. Protect the harvest with traps for flying pests. You should now be harvesting early apricots, cherries, raspberries and strawberries.

15/06/2006 MB /ATCNA

DESCRIPTION

- **Content** A cornucopia of new trends and great ideas for home decoration and interior design.
- **Frequency** 2-3 news items per week
- **Size** 700 characters

EXAMPLES

An steadfast coffee table



© All Rights Reserved

The young French designer Julien Vidame has constructed a coffee table through the application of sound architectural principles. His use of powder-coated stainless steel as the main material ensures absolute retention of its trapezoid shape - excellent news for furniture fanatics! Some might consider this beautiful piece to be flawed by its lack of concession to practicalities. For instance, there is no drawer or storage space of any kind, as might be expected from a contemporary coffee table. In aesthetic terms, however, it is definitely faultless, lending itself to almost any style of interior design. Available in white, black and brushed metal.

06/05/2011 BF /ATCNA

Italian flavour



© All Rights Reserved

Vondom has unveiled its latest collection at this year's Salone del Mobile in Milan. This is an outstanding year for the company, which is working with an impressive array of designers. This includes the acclaimed Karim Rashid, who has contributed Pots Spaghetti, a range of tall flowerpots reminiscent of ancient amphorae but with a contemporary flavour. Rashid also designed the Pots Kannelloni window boxes, which take the shape of large cannelloni pasta tubes that can be "stuffed" with geraniums or amaryllis. If you love a splash of colour, opt for the sparkling violet pot and use your green fingers to create a living firework!

02/05/2011 BF /ATCNA

A rocking chair that generates its own light



© All Rights Reserved

In these ecologically enlightened times, the Czech designer Petr Novague has come up with a very bright idea. He realised that the movements we make as we languidly tilt back and forth on a rocking chair can be used to generate energy. A relatively simple electrical generator, like the dynamos used on bicycles, is fitted under the seat. The system can power an LED bulb and generate enough light for someone to read a book at the same time as being comfortably seated. In addition, this futuristic armchair is very elegantly designed. However, for the moment it is still only a prototype. The amount of motion required to light the bulb is still too excessive!

14/04/2009 YC /ATCNA

DESCRIPTION

- **Content** The best from the world of design and trends selected by country, field of work or designer.
- **Frequency** 2-3 news items per week
- **Size** 700 characters

EXAMPLES

The Dutchtub or how to bathe ecologically



© Dutchtub

If you like to wallow in a nice relaxing bath but your ecological conscience is getting the better of you, the Dutchtub was made for you. This Jacuzzi is perfect for outdoor living. It is simple and contemporary in design and ticks all the right boxes in ecological terms. Available in green, blue and red, it takes the shape of an enormous pan - in fact it is large enough for up to four people to relax in. Because it is made of plastic, it is surprisingly light (75 kilos) and therefore relatively easy to transport from one part of the garden to another. Finally, it boasts a wooden, non-polluting self-heating system, which is ingenious and original to say the least.

31/08/2006 YB /ATCNA

Village of the Smurfs



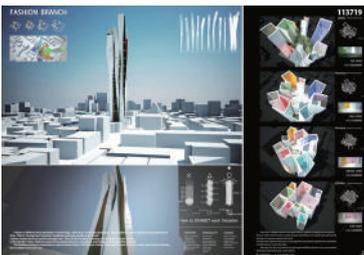
© All Rights Reserved

In the heart of Rotterdam there is a highly original apartment building painted so brightly that it can be made out for miles around. Planted on its roof are three individual houses with classic shapes and coloured from top to bottom in "Smurf" blue! The so-called Didden Village was dreamed up by MVRDV, a Dutch architectural firm that clearly has no shortage of imagination, judging by the design of this mini-village in the sky.

The houses' interiors are warm, friendly and a pleasant place to relax. They are not as overly colourful as the exterior might suggest, with a mixture of red and plain areas giving them a sense of contemporary and rustic.

03/06/2011 BF /ATCNA

Lee Dong Hoon creates a futuristic fashion museum



© All Rights Reserved

Omotesando Street is one of the most influential fashion thoroughfares in Japan, if not the whole world. To design a new fashion museum, Arquitectum, an international agency that specialises in organising global architectural competitions, proposed that entrants imagine a 100-metre-high tower, acting as a museum, an exhibition space for 20th century fashion history, and a Tokyo landmark. The verdict was reached at the end of March. One of the most promising entries was Wai Think Tank's vertical street - very original! However, the overall winner was Lee Dong Hoon with a daring, fluid building in which each storey is dedicated to clothes worn during a different era.

15/04/2010 FF /ATCNA

COOKING & DOMESTIC TIPS

DESCRIPTION

- **Content** The "Cooking" newswire is for lovers of good food: healthy, tasty, quick to prepare and inexpensive. Over 300 recipes available.
- **Frequency** 4 news items per week
- **Size** 1000 characters

EXAMPLES

Flank steak with hazelnuts



© All Rights Reserved

Ingredients:

- 700g to 800g of flank steak in 4 pieces
- 100g of ground hazelnuts
- 2 to 3 tbsp of Marsala wine
- 200ml of whole cream
- 2 tsp of harissa
- Groundnut oil

Directions:

1. Mix the hazelnuts with 1 to 2 tablespoons of water and a teaspoon of harissa to make a paste.
2. Sear the flank steaks in a frying pan for 3 minutes each side after seasoning with salt and pepper. Put the meat to one side and keep it warm.
3. Remove the oil from the pan, deglaze with the Marsala wine, add the cream and the remaining harissa. Thicken if necessary and check the seasoning.
5. Coat the steaks with a 1cm layer of the hazelnut paste and place under the grill for 2 to 3 minutes; keeping an eye on them.
6. Serve the sauce in a sauceboat and the steaks on hot plates.
7. Serve accompanied by flat pasta or grilled potatoes.

17/12/2010 DD /ATCNA

Cookies like Grandma used to make



© Fotolia

Ingredients:

- 250g of flour
- 1/2 sachet of baking powder
- 125g of light brown sugar
- 125g of melted butter
- 1 egg + 1 egg yolk
- 1 sachet of vanilla flavoured sugar
- 1 pinch of salt
- Chocolate chips (white/plain/milk) as many as you like

Directions:

1. In a large bowl, mix the flour, baking powder, sugar, salt and the vanilla flavoured sugar.
2. Melt the butter for 30 seconds in the microwave or 5 minutes in a saucepan. Meanwhile, beat the egg in a bowl and then add the butter once it has melted.
3. Pour the butter and egg mixture into the large bowl, all in one go.
4. Add the chocolate chips. Stir in with a wooden spoon.
5. Preheat the oven to 240 degrees.
6. Meanwhile, mould the cookies into about 5cm circles and space them out on an oven tray covered with greaseproof paper.
7. Brush the tops of the cookies to make them turn a golden brown. Put them in the oven for 10 minutes.
8. When cooked, leave them to cool a little before removing them from the tray. Serve.

18/08/2009 DD /ATCNA

DESCRIPTION

- **Content** From stains and cracks to wear and tear, there are many kinds of household nuisances. Fortunately, there are also many simple and effective tips for solving the worst of these problems.
- **Frequency** 5 news items per week
- **Size** 500 characters

EXAMPLES

How to keep your microwave in perfect condition



© All Rights Reserved

Microwaves have a tendency to develop tough greasy stains after repeated use. To remove these, squeeze some lemon juice into a bowl of water and put it in your miniature oven. Heating the mixture for three minutes will cause it to evaporate. The steam will loosen all of the clogs of grease stuck to the microwave's inner surface. You can then clean them off with a sponge and your microwave will be as good as new.

10/04/2007 AB /ATCNA

A stain-free rug



© Fotolia

Inviting family or friends round for a meal can easily end with a stain on your rug! To get rid of it, remove the excess with a spoon or a knife, then dab the stain with sparkling water. If the stain resists, apply a stain remover, but instead of rubbing it, absorb it: put kitchen paper on the stain and weigh it down with a heavy book. Let it dry and then vacuum. Your rug will be cleaner than ever.

27/04/2007 AB /ATCNA

A new life for your burnt frying pans



© All Rights Reserved

Who has never left a frying pan on the hob? And discovered with horror the burnt remains of the delicious meal that had been planned? There's no need to throw the pan away, though. First, remove the burnt food from the unfortunate object and clean it thoroughly. Then pour in enough bleach to cover the burnt parts. Heat gently, then switch the heat off and let the pan rest for a few hours. Rinse the frying pan and it will be dazzling and ready for use once again.

08/05/2007 AB /ATCNA

FUN

DESCRIPTION

- **Content** Incredible but true: that's the news we bring you.
- **Frequency** 2-3 news items per week
- **Size** 700 characters

EXAMPLES

High-pressure "anti-fatigue" capsules appear in Japan



© All Rights Reserved

The Japanese are always at the cutting edge when it comes to original and innovative technologies. The latest is a high-pressure capsule that you can slide into to recuperate after intense physical effort or a gruelling day at the office. Some people were initially unconvinced, but since the national student baseball champions said they had used the equipment, it has been all the rage. The pressure in its circular tubes is slightly above normal atmospheric pressure. This causes increased oxygen in the bloodstream, thus increasing supplies to wounds and injuries as well as causing blood vessels to contract, reducing swelling and pain. High-level athletes seem to rate it anyway, nicknaming it "the Beckham capsule"!

05/09/2006 YB /ATCNA

Janet Jackson, latest recruit to the McDonald's workforce!



© All Rights Reserved

Stuck in the superficial world of showbiz, celebrities are increasingly inclined to "get back to real life". Take Janet Jackson, who has decided to become a drive-in sales assistant for McDonald's! The singer had this strange idea after telling model Tyra Banks that she was desperate to experience the daily thrill of life as lived by the average American worker. In no time at all she had suggested to a reality TV show producer that this extraordinary experience should be filmed; that way, her fans would be able to share it with her. Not wanting to go it alone, she dragged her friend Tyra into the adventure. It will be interesting to see how long these two glittering stars will be able to stand the smell of chip fat!

23/11/2006 AB /ATCNA

Brad Pitt owes his career as a filmstar to a stripper!



© All Rights Reserved

One of the classic questions superstars get asked is "What is the strangest job you've ever done?" So Brad Pitt was unlikely to get out of it and his answer was one to set tongues wagging! The hero of "Babel" was happy to admit that his most unusual job was as a chauffeur for strippers. Furthermore, one of these young ladies helped him launch his brilliant career in cinema. "I had to drive them from one party to another, put their music on, catch their costumes in mid-air and collect the money they earned", he explained. "When I decided to stop, one of the girls gave me the address of an acting coach called Roy London. And he's the one who got me started on the road I'm still travelling". Sometimes chance can be a fine thing!

23/01/2007 AB /ATCNA

DESCRIPTION

- **Content** Some make you laugh, some make you think: either way, jokes have always been tremendously attractive. So why go without?
- **Frequency** 5 jokes per week
- **Size** 140 characters

EXAMPLES

- 1/11/10** "So how was the exam?" asks daddy kangaroo to his daughter back from school. - "No problem, it's in my pocket!" /ATCNA
- 2/11/10** What is the difference between a blonde and a pokemon? The pokemon evolves! /ATCNA
- 3/11/10** What is the difference between a dollar and a rouble? A dollar. /ATCNA
- 4/11/10** How do you recognise an Irishman in a submarine? He's the only one wearing a parachute. /ATCNA
- 5/11/10** Why do men die before women? To leave a little paradise on Earth! /ATCNA
- 6/11/10** "Juliette, help me change your little brother." "Why, is he used up?" (Juliette 3 years old). /ATCNA
- 7/11/10** I have one arm, three heads and four legs, what am I? A liar! /ATCNA
- 8/11/10** Who wears glasses but can't see? A nose! /ATCNA
- 9/11/10** What kind of ears does an engine have? Engineers. /ATCNA
- 10/11/10** Why does a blonde keep an empty container in the fridge? In case she doesn't want anything to eat. /ATCNA

DESCRIPTION

- **Content** The "Knowledge" newswire covers a whole range of topics and makes learning fun!
- **Frequency** 5 facts per week
- **Size** 140 characters

EXAMPLES

- 10/01/11** "Tarte Tatin" was accidentally invented in 1898 when one of the Tatin sisters knocked a tart over in her haste and served it upside down. /ATCNA
- 11/01/11** The longest known beard was 5.33 metres long when its owner, the Norwegian Hans Langseth, died in 1927. /ATCNA
- 12/01/11** Nintendo's little cuboid games console, now called the "GameCube", was originally known by a name that had very little to do with its shape: the "Dolphin". /ATCNA
- 13/01/11** The highest ever high-jump on a skateboard was made by the professional skater Danny Way (USA), who achieved a height of 5.56 metres in California on 17th April 2002. /ATCNA
- 14/01/11** Until 1979, the decor for video games consisted of a system of transfers laid over the screen. /ATCNA
- 17/01/11** Former dyslexic Orlando Bloom narrowly escaped permanent paralysis when he fell from the third floor of a building. /ATCNA
- 18/01/11** Charlize Theron, born 7th August 1975 in South Africa, was first spotted as a likely film actress when arguing with her bank manager. /ATCNA
- 19/01/11** The computer mouse, invented in 1968 by Douglas C. Engelbart, was originally called an "X-Y position indicator for a display system". /ATCNA
- 20/01/11** Tom Cruise wanted to be a Catholic priest before he became an actor. He has since chosen the path of the Church of Scientology. /ATCNA
- 21/01/11** The first video recorder was perfected in 1951. Ten years later, it was the turn of the audio cassette to arrive on the scene. /ATCNA

DESCRIPTION

- **Content** Intriguing, interesting, reliable and captivating, "Weird Knowledge" is the rendez-vous for all kinds of exciting and totally verifiable news and information.
- **Frequency** 5 weird facts per week
- **Size** 140 characters

EXAMPLES

- 14/03/11** The Nintendo DS is the most popular game console in the world: nearly 147 million have been sold since they were first introduced in 2004! /ATCNA
- 15/03/11** The first film ever made was in 1870. Filmed by the Lumière brothers, it shows workers leaving their factories in Lyon, France. /ATCNA
- 16/03/11** Before becoming an actor, George Clooney tried journalism, TV presenting and professional baseball. He turned to acting as a career when he was 21. /ATCNA
- 17/03/11** Ben Affleck and Matt Damon first became friends while studying at Harvard: both of them gave up their studies in favour of acting at the same time. /ATCNA
- 18/03/11** The Oscar for the best foreign film has been won by France more often than by any other country, having received a total of 12 awards altogether. /ATCNA
- 21/03/11** The creation of the Nobel Prize resulted from a request in the last will and testament of Alfred Nobel, the inventor of dynamite. /ATCNA
- 22/03/11** The colour of our skin can be influenced by what we eat, particularly carotene and lycopene, which turn the skin red. They can be found in carrots, tomatoes and orange-coloured fruit. /ATCNA
- 23/03/11** Smarties were invented in England in 1937. /ATCNA
- 24/03/11** Madonna's real name is Maria-Louise Ciccone. Over the years her real surname has become one of the star's nicknames. /ATCNA
- 25/03/11** After being called Black Belt, Dural and then Katana, the revolutionary console launched by Sega in 1998 was renamed Dreamcast. /ATCNA

DESCRIPTION

- **Content** Show others how clever you are! Every day a quote from a famous name or an unknown genius will brighten up your daily routine.
- **Frequency** 5 quotes per week
- **Size** 140 characters

EXAMPLES

- 4/04/11** Britney Spears: I always call my cousin because we're so close. We're almost like sisters, and we're also close because our moms are sisters. /ATCNA
- 5/04/11** Leonardo DiCaprio: Everywhere I go, somebody is staring at me. I don't know if people are staring because they recognize me or because they think I'm a weirdo. /ATCNA
- 6/04/11** Jennifer Love Hewitt: I don't want to ever, ever do something in life that isn't fun. Ever. /ATCNA
- 7/04/11** Paris Hilton: Every woman should have four pets in her life. A mink in her closet, a jaguar in her garage, a tiger in her bed, and a jackass who pays for everything. /ATCNA
- 8/04/11** Ronald Reagan: But there are advantages to being elected President. The day after I was elected, I had my high school grades classified Top Secret. /ATCNA
- 11/04/11** Marat Safin: I play tennis not only because it pays good money but because I enjoy it. The more I like it, the better I play. /ATCNA
- 12/04/11** Leonardo Da Vinci: Anyone who conducts an argument by appealing to authority is not using his intelligence; he is just using his memory. /ATCNA
- 13/04/11** Johnny Depp: Anything I've done up till May 27th 1999 was kind of an illusion, existing without living. My daughter, the birth of my daughter, gave me life. /ATCNA
- 14/04/11** David Beckham: Alex Ferguson is the best manager I've ever had at this level. Well, he's the only manager I've actually had at this level. But he's the best manager I've ever had. /ATCNA
- 15/04/11** Clint Eastwood: If at some point I end up looking like a basset horn, well, I'll play basset horns. /ATCNA

CELEBRITIES & CULTURE

VIDEO MAG

Star News



© ATCNA

News about the stars of music, cinema, sport, fashion, TV and politics.

Duration: 3'-4'
Updates: 1 per week
Current languages: AR / DE / EN / FR / IT
Possible languages: all
Platform: TV | Web | VOD | Mobile

MusicView

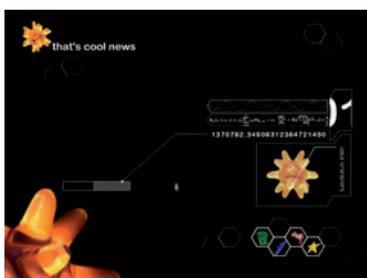


© ATCNA

From backstage, "MusicView" offers interviews with artists talking about their music, new releases and personal lives.

Duration: 5'
Updates: 2 per month
Current languages: AR / DE / EN / FR / IT
Possible languages: all
Platform: TV | Web | VOD | Mobile

That's Cool News



© ATCNA

"That's Cool News" tells you about the latest trends every day. Perfect for today's young audiences.

Duration: 5'
Updates: 5 per week
Current languages: AR / DE / EN / FR / IT
Possible languages: all
Platform: TV | Web | VOD | Mobile

Comic Book News



© ATCNA

Articles on the latest comic books, ranging from classic to contemporary, without forgetting manga. Content is tailored according to region.

Duration: 4'
Updates: 1 per week
Current languages: FR
Possible languages: FR / NL
Platform: TV | Web | VOD | Mobile

Movie Review



© ATCNA

A close look at blockbusters and independent movies, including clips to give you an idea of which movies to see... or not.

Duration: 3'-4'

Updates: 1 per week

Current languages: AR / DE / EN / FR / IT

Possible languages: all

Platform: TV | Web | VOD | Mobile

Movie News



© ATCNA

News about movies in production or on release to keep you in touch with the latest information and gossip.

Duration: 3'-4'

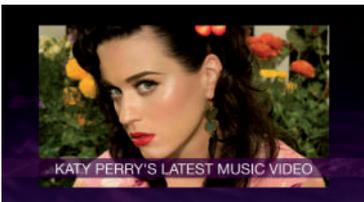
Updates: 1 per week

Current languages: AR / DE / EN / FR / IT

Possible languages: all

Platform: TV | Web | VOD | Mobile

Music News



© ATCNA

News about today's most visible performers. Rappers, rock divas and DJ stars can all be seen in "Music News".

Duration: 3'-4'

Updates: 1 per week

Current languages: AR / DE / EN / FR / IT

Possible languages: all

Platform: TV | Web | VOD | Mobile

TECH
VIDEO MAG

High-Tech News



© ATCNA

The latest multimedia trends, Internet buzz and new products, appealing to technophiles and the uninitiated alike.

Duration: 3'-4'

Updates: 1 per week

Current languages: AR / DE / EN / FR / IT

Possible languages: all

Platform: TV | Web | VOD | Mobile

Video Games News



© ATCNA

The latest rumours, new hardware, game trailers and tests based on game footage. All consoles covered.

Duration: 3'-4'

Updates: 1 per week

Current languages: AR / DE / EN / FR / IT

Possible languages: all

Platform: TV | Web | VOD | Mobile

Video Games Test



© ATCNA

What's hot and what's not: game trailers enriched with objective reviews based on tests where each aspect of the game is evaluated.

Duration: 1'

Updates: 1 per week

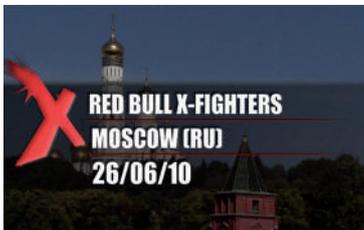
Current languages: AR / DE / EN / FR / IT

Possible languages: all

Platform: TV | Web | VOD | Mobile

LIFESTYLE
VIDEO MAG

Extremity



© ATCNA

Ready for incredible jumps and breathtaking stunts? The world's top extreme sports events from all over the world are covered here.

Duration: 5'
Updates: 2 per month
Languages: non verbal
Platform: TV | Web | VOD | Mobile

Car News



© ATCNA

Reports on the latest cars: designs, models and manufacturers. Content can be tailored.

Duration: 2'-4'
Updates: 1 per week
Languages: non verbal
Platform: TV | Web | VOD | Mobile

Motor News



© Bite.TV

This will bring you the whole week's automotive news: new models, collections and celebrities' cars.

Duration: 5'-7'
Updates: 1 per week
Current languages: AR / DE / EN / FR
Possible languages: all
Platform: TV | Web | VOD | Mobile

Fashion Weekly



© ATCNA

All the fashion news about the latest trends and catwalk shows for the pleasure of fashionistas and fans of beautiful women.

Duration: 2'-3'
Updates: 1 per week
Current languages: DE / EN / FR / IT
Possible languages: all
Platform: TV | Web | VOD | Mobile

Dream Destinations



© ATCNA

Dream destinations to help you escape from your everyday life and give you ideas for your next trip.

Duration: 2'-3'

Updates: 1 per week

Current languages: DE / EN / FR / IT

Possible languages: all

Platform: TV | Web | VOD | Mobile

HARD NEWS

VIDEO MAG

Hard News



© Akamedia/FOX/ATCNA

A summary of the international news to keep you up to date with the latest events around the world.

Duration: 3'-4'

Updates: 1 per week

Current languages: DE / EN / FR / IT

Possible languages: all

Platform: TV | Web | VOD | Mobile

MENA
VIDEO MAG

MENA Music News



© ATCNA

All the news about Middle Eastern and North African music stars: concerts, albums and private life.

Duration: 3'-4'

Updates: 1 per week

Current languages: AR / EN / FR

Platform: TV | Web | VOD | Mobile

MENA Movie News



© ATCNA

Everything that you could want to know about Egyptian actresses, Tunisian filmmakers, Emirati producers, and lots more!

Duration: 3'-4'

Updates: 1 per week

Current languages: AR / EN / FR

Platform: TV | Web | VOD | Mobile

MENA Star News



© ATCNA

The stars of the Emirates, Gulf and Maghreb... Discover the secrets of singers, actresses and celebrities.

Duration: 3'-4'

Updates: 1 per week

Current languages: AR / EN / FR

Platform: TV | Web | VOD | Mobile

CELEBRITIES & CULTURE

VIDEO NEWS

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Platform: TV | Web | VOD | Mobile

Movie News

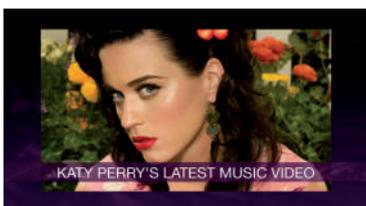


© ATCNA

News about movies in production or on release to keep you in touch with the latest information and gossip.

Duration: 1'
Updates: 3 per week
Current languages: AR / DE / EN / FR / IT
Possible languages: all
Platform: TV | Web | VOD | Mobile

Music News



© ATCNA

News about today's most visible performers. Rappers, rock divas and DJ stars can all be seen in "Music News".

Duration: 1'
Updates: 3 per week
Current languages: AR / DE / EN / FR / IT
Possible languages: all
Platform: TV | Web | VOD | Mobile

Comic Book News



© ATCNA

Articles on the latest comic books, ranging from classic to contemporary, without forgetting manga. Content is tailored according to region.

Duration: 1'
Updates: 3 per week
Current languages: FR
Possible languages: FR / NL
Platform: TV | Web | VOD | Mobile

TECH
VIDEO NEWS

High-Tech News



© ATCNA

The latest multimedia trends, Internet buzz and new products, appealing to technophiles and the uninitiated alike.

Duration: 1'

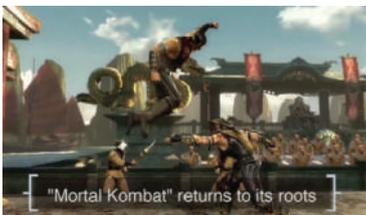
Updates: 3 per week

Current languages: AR / DE / EN / FR / IT

Possible languages: all

Platform: TV | Web | VOD | Mobile

Video Games News



© ATCNA

The latest rumours, new hardware, game trailers and tests based on game footage. All consoles covered.

Duration: 1'

Updates: 3 per week

Current languages: AR / DE / EN / FR / IT

Possible languages: all

Platform: TV | Web | VOD | Mobile

SPORTS
VIDEO NEWS

Motor News



© Bite.TV

This will bring you the whole week's automotive news: new models, collections and celebrities' cars.

Duration: 1'

Updates: 6 per week

Current languages: AR / DE / EN / FR

Possible languages: all

Platform: TV | Web | VOD | Mobile

HARD NEWS
VIDEO NEWS

Hard News



© Akamedia/FOX/ATCNA

A summary of the international news to keep you up to date with the latest events around the world.

Duration: 1'

Updates: 5 per week

Current languages: FR / DE / IT / EN

Possible languages: all

Platform: TV | Web | VOD | Mobile

MENA
VIDEO NEWS

MENA Music News



© ATCNA

All the news about Middle Eastern and North African music stars: concerts, albums and private life.

Duration: 1'
Updates: 3 per week
Current languages: AR / EN / FR
Platform: TV | Web | VOD | Mobile

MENA Movie News



© ATCNA

Everything that you could want to know about Egyptian actresses, Tunisian filmmakers, Emirati producers, and lots more!

Duration: 1'
Updates: 3 per week
Current languages: AR / EN / FR
Platform: TV | Web | VOD | Mobile

MENA Star News



© ATCNA

The stars of the Emirates, Gulf and Maghreb... Discover the secrets of singers, actresses and celebrities.

Duration: 1'
Updates: 3 per week
Current languages: AR / EN / FR
Platform: TV | Web | VOD | Mobile

**THANK YOU FOR
YOUR ATTENTION**