

press release

September 19th, 2018

ATC to showcase Truly Media platform to the EANA General Assembly

Athens Technology Center (ATC) joins the Annual General Assembly of the European Alliance of News Agencies (EANA) aiming to support its members in the effort to fight misinformation.

Athens Technology Center (ATC), a pioneer of IT software solutions exclusively designed for News Agencies, proudly joins in the Annual General Assembly of the European Alliance of News Agencies (EANA), hosted in Warsaw, Poland from September 19th- 21st, 2018.

ATC has been a longtime partner for EANA's members, such as the Athenian/Macedonian, the Cypriot (CNA), the Portuguese (LUSA) and the Polish (PAP) News Agencies, providing **newsasset Agency platform**, which caters the organization's needs overall, from planning through creating, gathering and selecting, editing to producing, distributing and archiving news. Within this framework, the EANA invited ATC to showcase its latest work on **Truly Media** platform, that can help its members to combat disinformation.

Truly Media platform, which Amnesty International already uses to confirm reports of human rights violations, has a dominant role in this field, is an application for collecting, organizing and assessing the reliability of information in the social media. Similarly, TruthNest is a Twitter-based content analysis application that provides users with useful information that can help them assess the reliability of information and resources.

Athens Technology Center (ATC) designs, develops and supports leading technology solutions for the news industry, serving agencies and publishers globally for over 20 years. ATC provides **newsasset** platform, an intuitive and secure cloud based environment for storing, managing, creating and publishing news. In order to address the fake news phenomenon, ATC coupled its extensive industry-related experience with state-of-the-art content aggregation and analysis technology, along with DW's expertise in contemporary industry need. As a result, they provide Truly Media, a collaborative tool that helps users evaluate the validity level of user generated content that is distributed and shared via various social networks.