

MediaPrimer

It's all about creative thinking!

www.mediaprimer.pt

The company, which has been operating for more than 12 years, is a spinoff of the University of Coimbra, is engaged in the areas of innovation and technological development, conception and development of solutions and products and services, organised in two functional areas: Software and Data Management and Graphic Design and Digital Media.

The high standards of quality of its solutions and work are backed up by the professionalism and expertise of its staff and by the friendly, solid partnership it forges with its customers.

Profile

The specific skills and experience, as borne out by a portfolio of work already completed and the permanent dialogue between the Company's two operational areas, comprise the conditions for the regular creation of new solutions that ally innovation with technical, functional and aesthetic quality.

MediaPrimer sees its mission the development of technologically ground-breaking solutions to meet the needs of its customers.

» SOFTWARE

» WEB

» DIGITAL

» IDENTITY

» PRINT



SOFTWARE AND DATA MANAGEMENT

MediaPrimer has experience in developing integrated management solutions for land information with operational information for several realms of activity (energy, telecommunications, assets, sanitation, agriculture, buildings, mining/extraction of natural products, ...), and other solutions for asset management, and monitoring and control.

MediaPrimer has developed its own platform (primerCORE) to support the development of specific vertical solutions for several areas of activity, perfectly suited to the real needs of management.

GRAPHIC DESIGN AND DIGITAL MEDIA

MediaPrimer is experienced in developing integrated global communication solutions, from conception to the development and implementation of communication media, and multimedia solutions, both local and on the web.

MediaPrimer is staffed by people with varied training and experience, thereby forming a multidisciplinary team that can develop integrated communication strategies, with the implementation of multidisciplinary communication media, web sites and portals, training solutions (e-learning, b-learning, e-training), internet accessibility solutions (up to AAA level), advanced graphics visualisation systems and multimedia applications.

PHILIPS

MEDIAPRIMER'S EXPERTISE

MediaPrimer has its own team of permanent employees, with various academic degrees (PhD, Master's, Postgraduate and First degree), in a range of areas: management, engineering (computer, electrotechnical, mechanical) and design (communication and multimedia).

MediaPrimer's human resources have specialised skills in a great many technologies, programming languages, Web, communication and presentation, content management, databases and digital marketing tools.

MediaPrimer is deeply committed to the ongoing technological updating of its staff.

