

DuPont launches news app

DuPont, the science and engineering group, has launched its first news app for stories from Europe, the Middle East and Africa (EMEA).



The app, available for iOS and Android devices gives its EMEA employees, customers, media, friends and family, the ability to access frequently updated content at the click of a button.

It offers users colourful stories, infographics, videos, and photos about everyday life in DuPont. From how science is put to work, to an inside look at the people behind the action and is a source for original content and latest updates.

Eduardo Menchaca, director corporate communications EMEA said, "We live in a digital age, in a world where we are in constant conversation, whether it be with our friends on Facebook or the vast online conversation that is Twitter. Therefore, our articles can be shared and become part of that dialogue. We have a compelling story to tell and the development of this app is a way to deliver it on a new platform and open up to new audiences."

Features

- Ten sections covering science and innovation, customer collaborations, regional profiles, sustainability, products in our daily lives and more
- Feature articles, videos, infographics, images and galleries, and quick "at a glance" stories
- Share articles on Facebook, Twitter... or by email
- Rate an article that you found interesting, take a quiz to test knowledge, or add the articles you liked to your list of favourites to read later.

Download the app on the [App Store](#) or [Google Play](#). Currently the DuPont EMEA News app is only available on stores in Europe, the Middle East and Africa.

For more, visit: <https://www.bizcommunity.com>