

NEW YORK, Sept. 18, 2013 /PRNewswire/ -- [Kanban](#) , a boutique technology and content engineering consultancy, partnered with Nikon Inc., and creative shop Sposto Interactive, to deliver a best-in-class content marketing experience. The highly engineered content platform integrates several technologies to optimize the creation, publishing, and distribution of branded content to drive awareness and product purchase. The award, the Electronics Standard of Excellence, recognizes Kanban for outstanding achievement in web development across a number of criteria, including technology, interactivity, and innovation.

[Read our case study: How Nikon Supercharged Content Marketing](#)

The experience, referred to as [Learn & Explore](#) , provides existing and potential customers with a modern and engaging set of interactions surfacing branded editorial content written exclusively by Nikon and associated world-class photographers. Some highlights of the new content marketing platform are:

- Programmatic navigation and filtering
- Search-engine-optimized, advanced front-end techniques
- Localization & translation
- Flexible content and metadata model
- Component-based content management system (HP/Autonomy TeamSite and LiveSite)
- Editorial-inspired content authoring
- CMS-integrated workflow and video player from Brightcove
- Best-of-breed open-source faceted navigation (Apache Solr)

A large part of the effort focused on content engineering; a discipline focused on the processes, systems, and technologies required to publish and optimize content-rich websites. "We never start a project for clients with the goal of winning awards, but it is certainly an honor to be recognized by our peers and the industry as a whole. With highly educational and useful content being the cornerstone of effective content marketing, most marketers are unprepared to deal with the underlying technologies and processes required to be successful," explained Kanban's CEO, Josh Manton.

## About Kanban

Kanban provides software and content engineering, systems integration, and product development services to global brands across a number of industries; including consumer electronics, retail, financial services, publishing, manufacturing, and media. Based in New York City

Kanban has developed solutions for such notable brands as Nikon, NBC Universal, Straight Talk, and

New York University

. Kanban specializes in complex web applications that connect

**customer experience, content, and commerce**

technologies and systems, rely on rich interfaces, and deliver marketing and results. Through a unique and highly effective delivery methodology, Kanban's clients are more agile and responsive, enabling real-time marketing and innovation on a 24x7 basis.

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