

# *f a c t s   w i t h   f l a i r*



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**Business story: Manufacturers find a new way to spin gold** ⇨ <http://www.bizjournals.com/austin/stories/2000/11/27/focus6.html>

**Press Release: China's Foshan City Automates Toll Collection with Texas Instruments TIRIS Systems** ⇨ <http://www.iriscompany.com/pr9.htm>

**Press Release: Stolen Car Recovery Expected to Reach 65% in São Paulo, Brazil with the Help of Texas Instruments TIRIS?** ⇨ <http://www.iriscompany.com/pr5.htm>

# THE IRIS COMPANY

*f a c t s w i t h f l a i r*

**w w w . i r i s c o m p a n y . c o m**

Between the Internet and new offerings in print, it should be easy to get your company in the news. You think.

This may be a revelation to you, but an ample barrage of hackneyed, ambiguous buzzwords does not maketh a journalist's heart sing. Nor do buzzwords resolve your prospect's ambivalence to your company's products.

Sure pictures often stave off the need for words. But they don't replace them! Your technical differentiator still needs textual explanation.

Either way, editors and journalists urge you to eliminate the following buzzwords from your marcom lexicon and your next press releases:

Best-of-breed ■ Leading ■ Seamless ■ Customer-centric ■ Leading provider  
■ Solutions ■ Cutting edge ■ Mission critical ■ State-of-the-art ■ End-to-end  
■ Robust ■ Value-added ■ First-mover ■ Scalable ■ Web-enabled

It's up to you. Either pull out the thesaurus or find a pen to hire.

**Spice up your technical content —  
use The Iris Company and *facts with flair*.**

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## **The Iris Company**

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