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Vale Launches iPad Application

Vale launched yesterday (3/12) its Vale Investors & Media iPad application during Vale Day New York, an annual event held in the United States. The app allows iPad users to access the company's and investors' press releases, quarterly results, annual reports, investors' and press webcasts of conferences, Vale's share price on the Bovespa, NYSE and HKEx, and financial and operational performance indicators, as well as offering photos, videos, an events calendar and information on the company's history in Brazil and across the rest of the world.

The application makes it much easier to search for information on Vale's performance, especially from previous years. Documents that were only available on the company's website, within specific folders in the Investors area or in the Newsroom can now be more quickly and easily navigated. According to Roberto Castello Branco, Vale Investor Relations Director, increasing our use of modern information technology is the most efficient and inexpensive way for us to communicate with capital markets and global media. "Vale is always seeking initiatives that will maintain its leading position in the global mining industry. We are very happy to be launching the Vale Investors & Media App today", he said.

"The Vale Investors & Media App offers journalists and investors one place where they can go to access real-time information, and the opportunity to be notified whenever new content is published by Vale, facilitating the dissemination of information. This is yet another channel of communication that we have opened up with these audiences," said Mônica Ferreira, Media Relations, Digital Media and Strategic Content General Manager at Vale.

Developed in partnership with Huge, a digital agency based in New York, the project involved six months of work from concept to launch. Development of the application involved a team of over twenty people, including employees from the Press, Investor Relations and Digital Media areas, as well as user experience, business strategy, product design and technology development professionals.

The app will be available for free download on the Apple Online Store starting in this month. Despite having been designed to meet the needs of investors, analysts and journalists, this bilingual application is available for anyone who would like to follow Vale's activities more closely.

More information



Mônica Ferreira

monica.ferreira@vale.com

Rio de Janeiro

+55 (21) 3845-3636

Fatima Cristina

fatima.cristina@vale.com

Rio de Janeiro

+55 (21) 3485-3621