

## PRESS RELEASE

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Starts today to talk about Microsoft releases

### **“LOW BATTERY” IS THE NEW TECHNOLOGY PROGRAMME ON THE WORTEN YOUTUBE CHANNEL**

- Starts here today: <https://www.youtube.com/watch?v=-NHulyL3NzE>
- A live programme dedicated to Microsoft releases, starting at 9:00 p.m.
- Bernardo Almeida and Vanessa Amaral will be the hosts on this service
- A Worten Youtube programme that is entirely dedicated to technology, airs every second Wednesday

Worten is getting ready to present **LOW BATTERY**, its new fortnightly technology programme broadcast on the brand's YouTube channel. The first show is today, the 22nd, at 9 p.m., with live streaming led by youtuber Bernardo Almeida and Vanessa Amaral, who is responsible for Worten's social networks. The latest news from Microsoft sets the tone for this first broadcast of **LOW BATTERY** - a première that you can follow here: <https://www.youtube.com/watch?v=-NHulyL3NzE>.

*"This new project aims to strengthen the content area of our social networks, addressing issues related to the world of technology - which, in essence, is ours. We are going to talk about launches, new apps, we are going to have product reviews, take a look at unusual episodes that happen in this area and, of course, talk a lot about everything to do with IT",* António Fuzeta da Ponte, Worten's Brand and Communication Director said.

The programme will have a relaxed tone and be close to its audience. The new **LOW BATTERY** will have Bernardo Almeida, one of the most renowned technology Youtubers in Portugal on once a month as a special guest to talk about various items that will be part of the programme's agenda, which will last about 10 minutes. These items are:

- **Update** - new releases and technology news
- **Zoom** - review/analysis of a product
- **Throwback** - a look at products that have made history
- **TechTalk** - talk to a special guest who understands and/or likes technology
- **Trumour** - approach on the main "rumours" in the world of technology

- **Smh** - analysis of "less good" moments related to this area
- **1% battery** - the final item of the programme where the latest news that made or is making a buzz on the Internet stands out

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