End the Press Release Gobbledygook

I receive several dozen press releases in an average week from companies that want me to write about them in a magazine article, an upcoming book, or my blog. I'm interested in what companies are up to, but I'm just too busy to decipher press release gobbledygook. I normally give a press release ten seconds to catch my attention, but the surest way to get me to delete a release in frustration is to write in a way that I just can't understand.

The vast majority of press releases are rather, well, let's just say less than interesting. Most releases focus on—you guessed it—the tangible trivia of products and services. Having authored at least a hundred of the damn things myself, I'm embarrassed for my colleagues on the PR side of the house and of the ways some of us choose to market to the media via press releases. I know, I've been there before and done that myself. But now that I'm spending more of my time on the receiving side and often find myself pouring through a wide variety of media bulletins with an eye for interesting nuggets about the marketing world, may I respectfully ask for fascinating stories about how your product or service is used? What do your customers find most interesting or compelling about your offering and why? Our readers (and your potential customers) are more interested in learning about your products and services through actual customer anecdotes rather than the fact that you can deliver, say, a "flexible, scalable, cutting-edge..." well, you get the picture.

Can you decipher the gobbledygook?

Here are a few phrases from opening paragraphs or "about us" sections of press releases that were sent to me by well-meaning PR people. Do you know what these phrases mean?

...provides the most complete toolset to deliver interactive video experiences to global audiences using its content delivery network...

...a leading global developer and provider of performance-based marketing and commerce enabling services...

...a leading provider of browser-based data collection and analysis software...

...provider of appliance-based URL filtering, web-use reporting, IM and P2P control and bandwidth management solutions...

...technology enables individuals and organizations to harness the power of networks to achieve personal and business objectives...