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Wave2 Release New EasyBuild

October 2007 – UK software specialist Wave2 Media Solutions announces details of the release of Version 2.5.1 of the Wave2 Publishing Platform. This is the first full release of the new i-Publish suite of products which includes EasyBuild (formerly known as “Apollo”).

The i-Publish suite of packaged products include EasyBuild, AdPortal and the new Studio System. Each have each been developed for specific applications. Being all built upon the Wave2 Publishing Platform, each shares the same infrastructure and will complement each other perfectly. One of the obvious benefits of adopting Wave2 technology for all applications is the lower cost of ownership and easier integration of all processes.

EasyBuild v.2.5.1 supports and has been tested with Explorer 6 and 7, PC Server and InDesign Server CS2 and CS3, Mac Safari and Mac Server. EasyBuild is a powerful production tool that can automatically build almost any Ad, from simple semi display Ads through to complex multiple full pages and co-op Ads.

The transition from Apollo to EasyBuild is seamless for Wave2 customers. Becoming part of the i-Publish suite, EasyBuild now has an updated look and feel, as well as a number of enhancements and improvements. This new version benefits from Wave2’s policy of listening to its customers, addressing many issues that real users have found in live production environments.

Functional enhancements include: a new, more powerful crop tool; the ability to limit the fields made available for editing; improvements in thumbnail generation; Improved control of file size on image upload; enhanced rules for type fitting; and many other new features that make EasyBuild the best tool for automated Ad production.

The many benefits that current users enjoy when using EasyBuild remain:

“Wizard” style user interface

Configurable for publications, classifications, styles, layouts

Automatic layout design according to Ad content

Automatic sizing according to Ad content

Support of full page and multi-page Ads

Drag and Drop layout function for complex Ads

Support of highly complex Ad designs

Automatic sizing for column widths

Output to various formats including – PDF, JPG, InDesign, XML, Text, HTML

Import function for easy inclusion of external data feeds

User configurable

Power integration tools for seamless workflow

Utilising the full power of the Wave2 Publishing Platform, EasyBuild will save costs in almost every aspect of Ad production.



About Wave2

Wave2 Media Solutions was formed in early 2004 specifically to develop a range of solutions for the automated generation of documents. Wave2's mission is to provide tools that will enable publishers and content providers to both save costs and to generate new revenue.

To this end, the company has developed a highly scaleable and powerful rules engine, capable of automatically building documents. These may be anything from simple display ads through to complex multi page documents. The Wave2 rules engine, combined with Adobe's InDesign Server, forms the heart of the Wave2 Publishing Platform (W2PP). This base product provides the foundation for a number of packaged solutions. The first installations of Wave2 solutions took place a year after formation in January 2005 and the company now has an impressive list of customers both in the UK and overseas.

The packaged solutions now available include products for Self Service Advertising, Production Automation, Sales Visuals Creation, Automatic Page Assembly and Personalised Publishing.

The Wave2 Publishing Platform is in use by various publishers and marketing communications companies around the world. In addition, the W2PP is licensed by Wave2 to a number of leading systems vendors who incorporate Wave2's technology as part of their own solutions.

With offices in Aylesbury, Buckinghamshire, in the UK and Waltham near Boston MA in the USA, Wave2 sells its solutions both directly and through various partners around the world. It also licences the Wave2 Publishing Platform to other software vendors who integrate the technology with their own solutions.

Further Information

For further information on Wave2 and its products please e-mail info@wav2.com or visit the www.wav2.com web site.

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