

## Mlada Fronta a.s. choose Wave2 Media Solutions in Czech Republic

*February 2010* - Wave2 Media Solutions of Whitchurch, United Kingdom announce an order from Mlada Fronta of the Czech Republic, for it's EasyBuild and AdPortal solutions.

Wave2 will install it's powerful Publishing Platform for automated advert building to support the AdPortal and EasyBuild implementations. AdPortal will be used by advertisers to book, build and manage their own advertisements and campaigns. The system also includes Wave2's EasyBuild application to streamline the internal process of creating display Ads and to minimise production costs. The cross media solution is capable of building adverts for both print and online delivery.

Full integration with the existing Microsoft Dynamics based Navision ERP system means that AdPortal will provide a seamless order taking and management facility which will be used by both advertisers and Mlada Fronta sales staff. The system will support the highly successful new 7sedmička newspaper titles which were launched across the Czech Republic during the summer of 2009.

Chris Hodges, Managing Director at Wave2 Media Solution comments: "We had been in discussion with Mlada Fronta through 2009, and it was very satisfying to witness such a successful launch of a new newspaper group in these difficult times. Mlada Fronta are a forward thinking organisation and their decision to adopt a completely automated and self service model for advertising is an indication of this. We believe that the future of newspaper and magazine advertising is to embrace a cross media environment. By enabling their advertisers to easily build and deliver advertisements for publication in print and online, Mlada Fronta can offer a wide ranging service at minimal cost. In addition,

sales staff can become far more effective by engaging better with advertisers, closing sales in a much shorter timescale and improving customer loyalty”.

Mark Whittaker, Divisional Director – Regions, said “ In April 2009 we started the largest regional newspaper launch in Europe, from nothing to 700,000 copies and 1.2 million readers, Our advertising growth has been exceptional and I am very pleased that this will be further accelerated, in the most efficient way possible, through the application of Wave2’s market leading technology ”.

### **About Wave2**

Wave2 Media Solutions was formed in early 2004 specifically to develop a range of solutions for the automated generation of documents. With an impressive installed base around the world, Wave2’s mission is to provide tools that will enable publishers and content providers to both save costs and to generate new revenue.

Wave2’s i-Publish range includes solutions for Self Service Advertising, Production Automation, Sales Visuals Creation, Automatic Page Assembly and Personalised Publishing.

### **About Mladá fronta as**

Mladá fronta is one of the Czech Republic’s leading publishing houses. It publishes books, magazines, newspapers and websites throughout the Czech Republic and also active in Slovakia and Romania.

### **Further Information**

For further information on Wave2 and its products please e-mail [info@wav2.com](mailto:info@wav2.com) or visit the [www.wav2.com](http://www.wav2.com) web site.

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### **Press Information**

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For further information on **Wave2** please contact:

**Wave2 Sales and Marketing**

The Firs

High Street

Whitchurch

England HP22 4JU, UK

Tel: +44 (0)1296 642 880

Mobile: +44 (0)7733 275 381

e-mail: [sales@wav2.com](mailto:sales@wav2.com)