



Nottingham Win Award for Wave2 Based Application

May 12th 2005 – Nottingham Evening Post was announced as the winner of the “Most Innovative Technology of the Year” award at the 2005 Newspaper Awards held last night at the Hilton Hotel in Park Lane, London.

The award was given for the “hands free ad production” of the publication’s new classified advertising supplement, “Cars in Colour.” The software at the heart of this initiative is Wave2’s new Apollo product, based upon the powerful Wave2 Publishing Platform.

Supplied by Wave2’s UK newspaper reseller, IPA Systems, the Apollo software gave Nottingham Evening Post the ability to significantly increase advertising revenue without increasing production costs. Copy is entered directly by the customer and there is no further human intervention throughout the rest of the process.

Kerrel Wills, Technical & Operations Director at the Evening Post, collected the award, which was presented by award sponsor AdFast and the popular television celebrity Joanna Lumley.

The Winners publication, distributed after the presentation of the awards, said about the Nottingham entry, “Judges felt that this entry represented a good use of an existing format in a new market which would improve the ad production for both the customer and the publisher.”