



## Increased Revenues as Nottingham Expands Apollo Software Use

*March 2006* – The Nottingham Post Group has announced details of its extended use of Wave2's Apollo unique, automated ad make-up software.

The Wave2 Publishing Platform, which now runs in conjunction with Adobe's InDesign Server, is the foundation of all three Wave2 products: Apollo, Zeus and Artemis.

The first product created at Nottingham which utilised Wave2's Apollo software was the "Cars in Colour" section, which was aimed at regular motor trade customers. "Since its launch this product has brought in over £20,000 of additional motors revenue that we could not have obtained from other methods," said Kerrel Wills, Technical & Operations Director at the Evening Post. The system allows for motor dealers to create their own ads on-line, with Apollo automating the layout decisions, removing the need for manual ad creation.

"Since that introduction we have added a number of other platforms, including "Picture Your Car", a motors based product for the general public. This is now taking over 65% of our private car advertising, with customers directly inputting their own text and pictures, and Apollo automatically handling the data.

"The introduction of our daily restaurant guide is also proving extremely popular. One single entry of information provides an advertisement for the daily newspaper, and then a second ad for inclusion within the weekly East Midlands edition of Metro.

"Our latest innovation has been the launch of Births, Deaths and Marriages in an on-line format. This is probably the most sensitive area of any local newspaper, and we have had to construct over 200 templates for Apollo to ensure that we give the customer an easy to

use platform. There are many complexities to consider: for example, there is a very strict order for ads for the same person. In the case of a death the funeral notice is always first, the husband or wife ad comes second, then ads from sons and daughters, and so on,” said Mr Wills.

The introduction of Adobe’s InDesign Server has also added to the performance of Wave2’s Apollo software. “Customers were waiting up to eight seconds for the final visual to be displayed on screen. InDesign Server has speeded this up considerably, quartering this time,” added Mr Wills.

### **About Wave2 Products**

The foundation of all of Wave2 software products is the Wave2 Publishing Platform. This is a powerful rules engine that allows for the automated creation and building of documents. The resulting content driven documents can be produced for either electronic or printed delivery. The company has, to date, developed three products based on the Wave2 Publishing Platform:

**Apollo** provides for an exceptionally powerful automated creative system which is particularly suited for the automatic production of all types of advertisement, signage and marketing materials. This software is appropriate for online ad creation, local creation of professional collateral or as an in-house automation tool, and is accessed via a simple wizard-based user interface. Output can be to PDF for print, XML for searchable web listings, or JPEG for proofing.

**Zeus** is a unique personalised publishing solution for the creation of custom inserts, newspapers, journals etc. The system is capable of producing both electronic and print output. The system can automatically include promotional or filler content according to the rules and application specified by the user.

**Artemis** is a dedicated automated newspaper layout system for the creation of editorial pages and complex listings pages. The system is capable of producing both electronic and print output.

Wave2 Publishing Platform is a scalable architecture enabling just a single user installation right through to multiple servers. All products work with Adobe InDesign software for layout and rendering.

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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