



Wave2 Launches US Operation

December 2006 – Wave2 Media Solutions Limited – the company founded by Chris Hodges to explore and develop new ways of building and distributing content – has announced details of the formation of a US company, Wave2 Media Solutions LLC.

Based in Waltham, Massachusetts, in the technology area of Boston, the US operation will be headed by three industry veterans: Brian Gorman, Vice President of Sales; Andrew Zimmon, VP of Operations; and James Spurrell, VP of Engineering. The three had previously worked with UK company founder Chris Hodges while at Cascade Systems, where that company had worked successfully with Hodges' MidSystem workflow management software.

Wave2 Media Solutions Limited is a major shareholder of the US company and is providing the business with sales, marketing and development rights for both North and South America.

“Whilst we have been active in the USA through our resellers MEI and Stibo, there comes a point in the development of a business where it becomes essential to have a managed office in the country to be taken as a serious supplier,” said Chris Hodges. “The creation of Wave2 Media Solutions LLC will allow us to provide local support for our products both directly and to our resellers. This will allow us to continue our growth, success and expansion of our customer base as we move into the new year and beyond.

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 documents can be produced for either electronic or printed delivery. The Java based system utilises the power of the Adobe InDesign Server. 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 display advertisements, signage and marketing materials. This software is appropriate for online ad creation, local creation of professional collateral or as an in-house automation tool..

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.

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.

Further Information

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

ENDS

Press Information

Word count: 406.

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

Russell J Hicks

Genesis Marketing Services (Milton Keynes)

29 Foxholes Close

Deanshanger

Northamptonshire MK19 6HA, UK

Tel/Fax: +44 (0)1908 260 662

Mobile: +44 (0)7885 852 428

e-mail: Russ.Hicks@Genesis-Marketing.com