



## Nottingham Goes Live with Wave2 Apollo

*February 11th 2005* – Nottingham Evening Post has gone live with a new classified advertising feature, “Cars in Colour.” The software at the heart of this initiative represents the first real-life application of Wave2’s new Apollo product. Wave2 Media Solutions Limited – the company founded by Chris Hodges to produce a new generation of workflow and content management software – has created Apollo to automate the process of making-up newspaper advertisements.

Supplied by Wave2’s UK reseller, IPA Systems, the Apollo software has given Nottingham Evening Post the opportunity to produce what is believed to be the first automated web-based business-to-business newspaper advertising application in the country. Copy is entered directly by the customer and there is no further human intervention throughout the rest of the process.

“We have successfully launched the new “Cars in Colour” pages within our Motoring Post supplement. The feature provides car dealers with what we describe as a “virtual forecourt” within which to present their quality used cars for sale,” said Kerrel Wills, Technical & Operations Director at the Evening Post.

“In real terms it means a highly presentable newspaper-based advertising feature which offers dealers significantly later deadlines. Due to the high level of automation provided by Apollo, ads may now be placed into the system until 18:00 on Thursday for the following day’s publication – an improvement of over two days on the manual system for this type of advertising. This means an opportunity for car dealers to put their latest vehicles in the “shop window” at very short notice.”

Wave 2 has integrated Apollo with a custom web-based user interface that has been created to the Evening Post’s specification by local ISP company ProWeb. The company also host the website, which deals with the basic order taking information: capturing text, which is also run through a spell and profanity checker; uploading and setting the size and resolution of the colour photograph; and defining the category for the advert. Copy is typed into a visual layout of the ad to give an impression of how the final version will look. This links in with the Evening Post’s existing Sentinel system which handles the billing side of the transaction and books the space within the classified pages. The copy, the photograph, the invoice, and the space allocation are all linked together through the use of a unique reference number.

The raw data, in XML format is then fed into Apollo, which uses its rules engine, governed by a series of configurable rules and styles, to create the final advertisement. Apollo automatically collects, converts and processes the JPG images of the vehicles for print before placing them in the advertisements. Apollo then creates a PDF of each ad which is made available to the Evening Post’s Pongrass page layout software for final positioning on the page. A future planned development of the Nottingham system would see Apollo further integrated with the website. This would provide for immediate feedback through the web page to the customer as the actual ad is created.

“What this system means from an operational view point is that the ad reaches the final page layout without

any human intervention whatsoever,” said Kerrel Wills. “From the time the customer enters his required text and hits the send button everything is automated. This means the feature is cost effective for us to produce because we don’t need to spend time creating each individual display advertisement.

“The first reaction of many people is that software cannot possibly create an aesthetically pleasing advert – but in fact these pages look significantly better than those made-up manually with individually created ads,” he added.

Commenting on the implementation, Wave2 founder and managing director Chris Hodges said: “We were delighted that the Apollo software required very little adjustment to handle this specific task. Although there was work involved to integrate our software with the ProWeb user-interface and with the Sentinel system, the actual rules engine delivered the exact requirement without additional programming. The results produced by Nottingham are excellent, and we firmly believe that we are seeing the start of a revolution in the way that ads and pages are created, both here at Nottingham and in the industry in general.”

Kerrel Wills and his team at the Evening Post are already working on other areas where the use of Wave2’s Apollo software could provide benefits with its ability to automatically create display advertisements. They estimate that up to 40 per cent of display ad production could benefit from automation through Apollo.

### **About Wave2**

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 resultant 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 to the 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.

The software concept behind all three software packages is defined by Chris Hodges as, “The second wave of content management.”

He goes on to explain, “The original idea behind my previous business, MidSystem Technology, was to provide software to structure pre-press activity, to enable users to manage digital content, and to generally work in a more productive and effective way. Wave2’s products aim to take this concept to the next level by automating the complete selection, assembly and presentation of content for published documents.

“Similar solutions are available for web-based environments, but the unique feature of Wave2 products is that they will be able to intelligently paginate raw text into a pre-defined print format. The business rules which help to define all of this activity can also mix advertising and editorial content in an intelligent way.”

Utilising a variety of user-defined templates per job style, and a powerful rules engine, the products are capable of working out which is the most suitable layout for the content in question.

Rob Parsons, sales director of IPA Systems, the UK newspaper distributor for Wave2 software, said, "People in the newspaper trade that we have spoken to about these products can see the obvious, immediate advantages. There are significant overheads, for example, in the creation of display ads. The capabilities on offer with the Apollo software could reduce such overheads for a publisher quite substantially – that is very exciting. The scope of this software really is only limited by one's own imagination."

#### **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.

#### **ENDS**

#### **Press Information**

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