



Wave2 Announces Partnership with Media Systems

Newstec : May 2005 – Wave2 Media Solutions Limited and Media Systems Limited have announced details of a partnership between the two companies aimed at integrating Wave2's unique, award winning, automated ad and page make-up software with both new and existing newspaper applications.

Media Systems Limited (MSL) operates independently as a specialist software and systems integration house, providing a growing number of web-enabled sales, production and financial systems to the UK publishing industry. With a client base that encompasses virtually all of the UK national press, as well as regional newspapers and magazines, MSL has grown into a multi-million pound company since its formation in 1993.

Commenting on the announcement regarding Wave2, managing director of MSL, Ian Bennett, said: "Advertisement production for newspaper is still often seen as something of an art-form. It has been my belief for many years that there is significant potential for productivity improvements within this area. By integrating Wave2's Apollo product within our existing ad system we believe that we can provide the industry with a significant step forward in automated ad production."

Chris Hodges, founder and managing director of Wave2, added, "Ian and his team have an excellent reputation in the industry for providing productive and cost effective software solutions. By integrating our Wave2 products with MSL's ad and editorial systems, we believe that this partnership can provide the industry with something that it has been seeking for some time – fast, efficient and effective automated production as part of a comprehensive page make-up solution."

In addition to integrating Wave2's Apollo product into its existing advertisement system, Media Systems will also look to add the Zeus software into its new Woodwing / InDesign-based editorial system. "Whilst the system is making its industry debut here at Newstec, we can already see the potential to extend the product by integrating Wave2's Zeus software. The ability to automatically make-up part of a newspaper or a special feature via Zeus, whilst manually laying out key pages within the main software, could provide the real "magic ingredient" to this already excellent editorial system."

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 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. For more details on Media Systems, visit the www.mediasystems.co.uk web site or call +44 (0)20 8 550 0005.

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