



Wave2 Take Stand for Newstec

February 2007 – Wave2 Media Solutions Limited – the company founded by Chris Hodges to explore and develop new ways of building and distributing content – has announced that it will be exhibiting at this year’s Newstec show, taking place at the Brighton Centre on June 11 and 12, 2007. The company will be based on stand A2 in the Main Hall.

Wave 2 software products have been created to provide sophisticated levels of automation to advertisement, document and publication make-up. The company’s products work in association with Adobe In-Design Server, and are already being used by a number of newspaper businesses to provide online booking and advertisement creation, as well as providing advertising sales executives with sophisticated tools to allow them to present immediate soft proofs to clients.

“Wave2 products have already attracted a great deal of interest and an increasing number of orders from the newspaper community in the UK, the USA, and other countries,” said Chris Hodges, founder and managing director of Wave2. “We expect to make a number of signification announcements either immediately before the show, or at Newstec, regarding product packages that we will release to the market, additional distribution partners, and some extremely significant orders for our software.”

With regard to the importance of Newstec as an event, Chris added: “We are now receiving a considerable amount of favourable comment from leading industry players. It is therefore critical for us to be able to demonstrate our latest capabilities at Newstec – an event that attracts the UK’s key newspaper people.”

About Wave2 Products

The foundation of all of Wave2 software products is the Wave2 Publishing Platform. This is a powerful rules engine that enables the automated creation and building of documents. The results can be produced for either electronic, online, or printed delivery. This highly scaleable solution utilises the power of Adobe’s InDesign Server to provide a familiar and

rich capability for document designers. 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.

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Press Information

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