



## Belgium's Passe-Partout adds Apollo

*December 2005* – 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 an order from the Belgian regional newspaper specialist Passe-Partout for its Apollo software.

Wave2's 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.

The nationwide Passe-Partout group, which produces a total of over 5.2 million weeklies in 109 regionalised editions, has installed the software to provide a facility for estate agents to create their own property marketing advertisements online. Apollo allows the user to see the advert in a variety of designs, and select the version that they want to see in the final newspaper. The graphic design is created through a series of rules that define the size and shape of the advert.

Ludwig Gelders of Passe-Partout said, "Wave2's Apollo software helps put the control into the hands of the advertiser, but ensures that we keep the layout to a uniform high standard. Our customers can see exactly how their advert will look when published just as soon as they key in their content into the user interface that we have designed. The system reduces the amount of keying and handling at the newspaper, and ensures faster production and the elimination of errors."

Passe-Partout anticipates rolling out the automated system across other areas of advertising during the course of 2006.

Chris Hodges, founder and managing director of Wave2, said, "This is an excellent use for the Apollo software, and, with 109 regionalised editions being produced, a somewhat different business model than we have been used to working with. Potentially each of these editions could carry different property ads, each created by a local estate agents office using Apollo to automatically format the text. This will also apply to other advertising areas as 2006 unfolds – it really is a very exciting project for us here at Wave2."

### **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** as detailed above.

**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](mailto:info@wav2.com) or visit the [www.wav2.com](http://www.wav2.com) web site.

**ENDS**

### **Press Information**

Word count: 485.

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](mailto:Russ.Hicks@Genesis-Marketing.com)