



Wave2 at PublishingExpo Event

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 next weeks **PublishingExpo** event taking place at Olympia, London, on February 14 and 15.

Wave 2 software solutions 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 the showing at PublishingExpo will be on the Adobe stand, located at exhibit A12.

“We have a long standing relationship with Adobe and have worked closely with them throughout the development of the InDesign Server product,” said Chris Hodges, Wave2 managing director. “Wave2’s latest products have already attracted a great deal of interest from the newspaper community in the UK, the USA, and other countries. We are also receiving significant attention from other media sectors, including directories, catalogues and magazines, and so this exhibition should provide an excellent platform for us to demonstrate our ability to automate the creative process.”

The exhibition is being billed as the biggest event for the magazine publishing industry.

Wave2 software products are currently widely used to automate both the online booking and creation of advertisements, as well as providing advertising sales executives and marketing staff with sophisticated tools to allow them to create and present immediate soft proofs to clients.

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

Word count: 427.

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