

# Content Management System InterRed at dmexco 2018

The Content Management System InterRed will be presented at the dmexco 2018. Visitors of the InterRed stand will get a live insight into how digital strategies and future-proof corporate publishing and content marketing can be successfully implemented with the software solution. This also includes functions of intelligent knowledge management based on research results from the field of artificial intelligence.

## Multi Channel Publishing and coordination of marketing activities

The dmexco, the world's leading trade fair and central meeting place for all important decision-makers from the digital economy, marketing and innovation, will take place in Cologne from 12 to 13 September 2018. InterRed presents its successful overall solution for multi channel publishing.

Due to the wide range of functions, the use cases are very diverse. InterRed combines the possibilities of the online world with the offline world, connects employees and entire companies and, as a central production system, plays with

different media worlds - from a single source and without additional effort. The center of the solution consists of the intelligent combination of (web) content management system, (print) editorial system, digital asset management and artificial intelligence. This makes it possible to produce and publish a wide variety of media, be it websites and portals, print products or apps. Integrated functions such as topic, task and publication planning also serve to increase efficiency in the coordination of marketing activities.

The MediaSync function keeps content synchronized across different output layers - changes to content in an exploitation area are also offered for other places of use via intelligent synchronization. If necessary, these changes

can be automatically accepted, corrected or rejected without the intervention of a content manager. Added to this are the advantages of the intelligent knowledge management of InterRed ContentAgents.

## Intelligent knowledge management

Many companies have huge information treasures that are unused in their IT systems. With intelligent software such as InterRed ContentAgents, this data can be transformed into useful, thematically related knowledge. Content is checked for coherence of content and a self-calibrating network of relationships is stretched across the content. On this basis, they serve the user as an intelligent, independently working recommendation system.

The proprietary development is based on innovative approaches using genetic algorithms, fuzzy logic and SNLP. Some of the extensive possibilities offered by this technology are the semantic, intelligent linking of content, fully automated topic bundling, person and product recognition in continuous texts or an



The dmexco 2018: InterRed is on site with its own stand. (Image ©Koelnmesse)

automated connection of e-commerce applications. In addition to the efficient multiple use and intelligent syndication of content, new business areas for numerous publishing requirements are thus also opened up.

What the InterRed solution still offers and which processes can be optimized in the respective company, dmexco visitors can find out in a direct discussion in hall 7 at the InterRed booth E016a. To shorten waiting times, we recommend that you make an appointment in advance at [www.interred.de/dmexco](http://www.interred.de/dmexco).

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## Future Publishing Solutions

InterRed GmbH develops and distributes software-solutions based on the most advanced information technology. InterRed is one of the

leading providers of content management systems (CMS), editorial systems, multi-channel publishing and offers print-, web- and mobile-solutions for newspapers, magazines and periodicals, corporate publishing and content marketing.

InterRed's line of products consisting of the editorial system InterRed Print, the web content management system InterRed Online, the app-solution InterRed AppPublishing and the modules InterRed ContentAgents (knowledge-management) and InterRed LiveReporting (web-analytics) has something in store for every line of business and every use case.

**Please feel free to contact us for further questions and interview requests:**

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