Multi channel publishing, AI and automation:

InterRed at drupa 2024

InterRed will be presenting the latest version of its advanced, AI-based multi-channel publishing solution at this year's drupa 2024. A key aspect is the far-reaching automation functions using artificial intelligence, which can be used for both digital and print products. These include automatic print production (including page layout), automated translations and AI support in the integrated content and digital asset management (CMS and DAM) and editorial system. Publishers and media companies as well as departments such as corporate communications, (content) marketing and sales benefit equally from the efficiency-enhancing functions of this pioneering publishing solution.

Automated print production with InterRed SmartPaper

From May 28 to June 7, 2024, InterRed can be found at drupa in Düsseldorf in hall 7.0 at stand A04. Among other things, InterRed will be presenting the groundbreaking InterRed SmartPaper solution, which decisively redefines the conventional boundaries of print production. By automating the creation of newspapers, magazines, e-papers and other print layout-based media such as flyers and brochures, this AI technology from InterRed is setting new standards. Thanks

to the use of InterRed SmartAI, an advanced artificial intelligence, not only high efficiency but also a characteristic appearance of the generated print media is ensured. This opens up completely new possibilities for content strategies, such as an optimal focus on digital first or mobile first. Online or agency content can be selected automatically based on predefined criteria (e.g. KPIs). The integrated AI works precisely within defined limits. In this way, the face of the respective print product is preserved. At the same time, the AI creates trust by continuously documenting the underlying sources.

AI-based automation: Translations, workflows, content and assets

InterRed covers the entire content process, from action, campaign and topic planning to content creation and management, digital asset management, integrated communication and workflow management and publishing to the various media channels. All these processes are supported and automated by integrated artificial intelligence. This technology opens up unimagined possibilities for reaching a wide variety of target groups worldwide across all platforms and media - be it through customized translations or the intelligent adaptation of content for various

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InterRed presents AI and automation solutions for multi-channel publishing at drupa 2024.
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publication formats. In practice, this means that individual assets as well as entire content such as articles, product texts or press releases can be automatically translated into different languages and made available for the respective channels (e.g. website, social media, e-paper, app, magazine/newspaper etc.). In addition, InterRed's SmartAI can serve a variety of channels - from social media posts and press releases to specifically designed website texts or metaverse / virtual world experiences - with just one source text. This hands-on transformation ensures targeted communication, perfectly aligned with the needs and expectations of each platform and its users.

InterRed will present all these and many more possibilities at drupa 2024 in Düsseldorf, which takes place from May 28 to June 7, 2024. Visitors to the trade fair are cordially invited to experience the future of AI-based multi-channel publishing and the numerous functions and possible applications live at InterRed's stand A04 in hall 7.0.

InterRed
Future Publishing Solutions

InterRed GmbH develops and distributes software solutions based on state-of-the-art information technology. InterRed is one of the leading technology providers in the fields of content management (CMS), editorial systems and multi-channel publishing and offers future-proof print, web, tablet and mobile solutions for newspapers/magazines, corporate publishing and content marketing.

The InterRed product family with the central InterRed ContentHub (DAM), the editorial system InterRed Print, the web content management system InterRed Online, the app solution InterRed AppPublishing as well as the modules InterRed ContentAgents (AI solution) and InterRed LiveReporting (web reporting) offers significant added value for every use case and for every industry.

Further information can be found at
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