

Press release



InterRed editorial system at drupa: Innovations in multi-channel publishing

April 2, Siegen/Düsseldorf

The latest release, version 13, of the InterRed content-management and editorial system is to be presented at drupa 2012 in Düsseldorf. The company's fair presence focuses in particular on innovations in multi-channel publishing for print, online, mobile, and tablet. InterRed GmbH invites all interested parties to come and learn about the "Multi Channel – One Solution" concept at Stand D02 in Hall 7 of the drupa innovation park.

InterRed 13 at the drupa innovation park: Multi-channel publishing from a single system

Taking place in Düsseldorf every four years, the world's largest leading print-media trade fair includes, in the form of the drupa innovation park, an exposition of innovative stimuli in the field of digital media production. Pioneering ideas and solutions can be found at, among others, the Dynamic Publishing Park. As a first port of call for decision-makers from the worlds of marketing, advertising, and publishing, this is a place where strategies and solutions are presented for the field of multi-channel publishing. And it is here that InterRed is presenting the innovative "Multi Channel – One Solution" concept. Included in the package and already successfully presented at CeBIT 2012 is the latest release, Version 13, of the InterRed content-management and editorial system.

Media representatives know that the editorial systems of today must also meet the requirements of tomorrow. Even in demanding applications such as producing a daily newspaper, InterRed's technology delivers structured and media-neutral content management, freedom in print layout, and bidirectional interfaces to popular DTP programs, as well as making all content available for distribution in various output channels such as print, online, mobile, or tablet. With InterRed, therefore, multi-channel publishing from a central system becomes child's play.



3.- 16. 5. 2012

InterRed at drupa innovation park, hall 7, stand D02



Media producers and publishers at drupa – Expert talks from InterRed

InterRed's complete services package will be presented at drupa from May 3 to May 16, 2012, in Düsseldorf. InterRed's experts will be there to welcome any interested industry visitors at Stand D02 in Hall 7 in order to exchange ideas on the InterRed Suite and the whole spectrum of possibilities it offers. A live presentation of the latest version will give visitors a detailed insight into how the software works and InterRed's range of features. In addition, InterRed GmbH will offer an introduction to the world of publication across all popular media channels in two expert talks on the topic "Multi-channel publishing: Challenges in editorial processes".

Visit the corporate website, www.InterRed.de, to arrange appointments in advance and for detailed information on the expert talks.

Company profile:

About InterRed

InterRed GmbH – We make IT work.

The InterRed GmbH, with its head office in Haiger (Hesse) and its business location in Siegen (North Rhine-Westphalia), develops and distributes software solutions on the basis of the latest information technology. InterRed is one of the technologically leading suppliers in the sectors content management, knowledge retrieval, personalization of websites, catalogue production, live reporting for analysing website usage and process-optimizing print solutions.

The InterRed product family with the content management system InterRed, the KM solution ContentAgents, the live reporting software RhoLive and the editorial system InterRed Print provides added value for all applications and all industrial sectors. Strong strategic partnerships in the fields community and media asset management result in the InterRed-family being a comprehensive solution.

You can find further information at www.InterRed.de

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