

## Press release



# InterRed editorial system receives Adobe Innovation Award

*Siegen/Hamburg, 23 March 2012*

Adobe has presented the "Innovation Award" and a money prize to InterRed. The award recognises Adobe's "outstanding solutions". The decision in favour of InterRed was taken in particular due to the successful "Multi Channel – One Solution" concept. In conjunction with Adobe InDesign, this concept opens up entirely new possibilities for integrated multi-channel publishing to media professionals. The approach selected by InterRed enables work to be done with comfort even in high load situations.

### **Innovation in Multi-Channel Publishing: Accolade for the InterRed editorial system**

The range of media and objects prepared using InterRed runs from magazine production, through catalogues and advertising materials right up to daily newspapers with different editorial locations and sizes. InterRed stands out by being a fully integrated editorial system which has proven that, even under high load, it can serve both worlds, print and online with equal priority, from one system and from one data source.

As a long-standing Adobe partner, InterRed offers the possibility of editing contents both in InDesign and/or InCopy, as well as directly in the InterRed editorial system and subsequently exchanging them in either direction. Thus by the interaction of the systems, a fully integrated and fully functioning editorial system for adverts, text editing and layout for print, mobile and online has been created. The innovative integration of Adobe InDesign into InterRed enables the editorial department and layout to work simultaneously on the same item and on the same content. Whilst the layout is being created in Adobe InDesign, the editors are writing their article in the editorial system and it is then passed in its turn immediately to the layout department for further processing. This way, with simultaneous and parallel work processes, and efficient as well as target-oriented, automated systems and mechanisms, a "tool changeover" becomes superfluous.





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### **High-load approved editorial system for print and online**

The central administration of contents in InterRed and the browser-based operation in addition offer the advantage of working decentralised and independent of location. Dispersed editing departments and locations can be implemented at any time. Last but not least, InterRed has proven itself to be capable of handling high loads. Handling high loads refers to both the editorial side as well as the customer side. Several hundred editors and layout editors in one system and several million printed pages and copies per day, as well as several million page impressions per day are what InterRed faces up to on a daily basis.

Klaus Schuster, Director and Sales Manager at InterRed GmbH, is convinced that winning first prize at the Adobe Innovation Award is proof of the fact that the InterRed concept is the right way forward: "Receiving the Adobe Innovation Award 2012 sends out a strong signal. We are very proud of the distinction. It shows that with our 'Multi Channel – One Solution' concept, and in particular with its capabilities under high load conditions, that we can also provide our group customers with a special solution. For us the accolade is both recognition and an incentive to keep working flat out on our ideas."



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**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](http://www.InterRed.de)

**Contact person for queries and interviews:**

InterRed GmbH  
Andreas Nentwig  
Marketing  
Eiserfelder Straße 316  
57080 Siegen

Fon: +49 (0)271 / 303 77 - 0  
Fax: +49 (0)271 / 303 77 - 77  
E-Mail: [info@interred.de](mailto:info@interred.de)

