

Total Solution for Multi-Channel Publishing: InterRed at the World Publishing Expo 2015

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An intelligent multi-channel publishing solution for print, online, and app publishing, innovative paid content models for tablet and mobile, and comprehensive strategic consulting for the digital future: all that can be found at the World Publishing Expo 2015 at the InterRed GmbH stand.

Content management and editorial system with intelligent features

The total solution being presented at the World Publishing Expo combines future-proof web content management, editorial system, and app publishing all within a single system. This advanced technology provides the foundation for the work of both publishing companies and corporate publishers working for industry. The intelligent features allow content for all media channels, whether print (magazines, newspapers, catalogues, marketing materials, etc.), online (websites, e-papers, social media platforms, intranets, extranets, etc.), or apps (tablets, smartphones, etc.), to be written, managed and published all in the same system. Multi-channel publishing with InterRed provides the ideal technology to meet whatever challenges the future brings for the media industry.

InterRed provides intelligent synchronization of content to make day-to-day editorial work even more efficient. This makes true multi-channel writing for different media as well as for variant or (regional) editions possible while saving a lot of time. Articles and other texts always know their sources and recognize asynchronous changes in different output channels. They can be used separately, but at no time will they lose the cross-reference to each other and can thus be kept constantly aligned. Editors can make publication-specific adaptations to the content without losing the synchronization with the other related content.

For example, spelling or content corrections can be made to the individual, media-neutral content across the individual media channels in parallel very easily and efficiently. Interested parties are invited to come to the InterRed stand for a live demonstration of the solution and individual advice on their editorial processes can be optimised.

InterRed also supports the editorial team with planning topics for future content, helping with targeted research and coordination. Knowing what interests readers, what new issues are just beginning to emerge, whether these issues have already been addressed in existing content, and, if so, to what extent and under what aspects: these are all areas handled by InterRed. At the same time, these dynamic updates allow new topics of interest to be identified, what other providers are reporting on, what topics are just emerging, and which have already been thoroughly covered.

Innovative business models for tablet and smartphone apps

InterRed AppPublishing is integrated into the overall solution to allow the creation of well-designed media for tablet and smartphone publications with little effort. Publishers want to be prepared for the digital future and that includes taking advantage of opportunities to monetize content. Crucial to the success of paid content is its being successfully designed from the user's perspective. Unbundling is in the foreground. The paid content model for apps developed by InterRed consists of an innovative credit system that allows users to obtain individual pieces of content on a pay-per-article basis regardless of platform-specific pricing. This model has the advantage of giving app users the ability to decide for themselves what exactly they want to read, whether it is selected articles, entire sections of an edition, or an entire issue. This reduces

one of the biggest hurdles of current paid content models: actually completing the sale.

The combination of advertising and content revenue provides publishers every possibility for successful business models. This innovative model will also be presented live at the InterRed stand.

InterRed and its solution partner IronShark at the World Publishing Expo 2015

As a member of the World Association of Newspapers and News Publishers (WAN-IFRA), InterRed GmbH will be represented at this year's World Publishing Expo. Interested visitors to the trade fair can check out all of these solutions at the InterRed stand, supported with the highly competent advice of IronShark GmbH. As a registered InterRed Solution Partner, IronShark implements InterRed-based projects professionally tailored to customers' individual requirements with short lead times thanks to its large development team. With its particular expertise in online publishing, IronShark can help customers fully exploit the extensive capabilities of the InterRed content management system while keeping an eye on marketing and search-engine optimization.

The future-proof overall solution can be found at Stand 1.350 at the World Publishing Expo from 5 to 7 October 2015. To avoid long waits to speak with our experts, we recommend setting up an appointment by email or via our website: www.interred.de.

Future Publishing Solutions

The InterRed GmbH 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 (CMS), Editorial system, Multi Channel Publishing, Knowledge Retrieval, Live Reporting (website statistics) and offers Print, Web, Tablet and Mobile solutions for magazines, newspapers, Corporate Publishing and catalogues.

The InterRed product family with the content management system InterRed, the app solution InterRed AppPublishing, the KM solution InterRed ContentAgents, the web reporting software InterRed LiveReporting and the editorial system InterRed Print provides added value for all applications and all industrial sectors.

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