

Future-Proof Publishing for all Channels: InterRed at CeBIT 2015



InterRed GmbH, manufacturer of the InterRed content management and editing system, is presenting its future-proof solution for publishing at CeBIT 2015. The proven combination of a CMS, an app publishing solution and an editorial system forms an optimal technological basis for the publication of content across all channels, both print and digital. The company will at the same time be giving its first exclusive preview of the upcoming version of InterRed 16 at CeBIT.

The Total Solution for Corporate Publishing and Publishers

With the continued advance of digitalisation and the ever-changing media habits of the public, publishers are constantly facing new challenges. Whether classic print medium, website, or app: publishing houses and corporate publishers are constantly on the lookout for innovative ways to simplify and speed up the creation and delivery of media-friendly content that serves their customers' needs.

InterRed offers just the solution for all of these challenges.

InterRed offers comprehensive features to create an integrated web content management, app publishing and editorial system characterised by holistic and comprehensive cross-media publishing strategies.

The solution is used both by publishing houses and for in-house corporate publications. That the needs of these two worlds now coincide so frequently indicates that corporate publishers are increasingly facing the same challenges as publishing houses and often need comparable

software solutions and not just for editing content. This is why InterRed is highly suitable for both publishing houses and corporate publishers.

There is a wide range of applications to cover all scenarios for communication through media channels. InterRed provides a single solution for creating, managing and publishing content for print channels such as company and employee newsletters, customer magazines, brochures, annual reports, catalogues, newspapers and magazines and for digital channels such as websites, apps, social media, intranet and extranet.

Whether the goal is to optimise selling or editorial processes or to better integrate them in an effort to strengthen the corporate identity: The InterRed solution is based on years of experience in commerce and industry as well as the publishing world, and allows users to optimize the convergence of all popular media channels.

New features in InterRed 16: Preview at CeBIT

In addition to presenting all the possibilities offered by the InterRed multi-channel publishing solution, visitors to CeBIT 2015 will also be given an initial preview of the upcoming Version 16. Due to the constant development, design and adding of new features to each edition, as well as the total solution, InterRed is particularly suitable for projects which need to be truly future-proof.

The entire InterRed solution can be seen on stand H18, Hall 6 at CeBIT, from 16th to 20th March 2015. To avoid long waits to speak with our experts, we recommend setting up an appointment for discussion and product presentation. For more information on future-proof publishing

with InterRed and how to get in contact with the InterRed experts, go to www.interred.de. InterRed: Future Publishing Solutions.

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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