

Press release



Successful app publishing with InterRed APS

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InterRed GmbH introduces an innovative possibility for publishing apps: InterRed APS. With the InterRed App Publishing System (APS for short), the most cost efficient and simultaneously media-friendly publishing is made possible for mobile tablet and smartphone apps. This solution is already being successfully used by, inter alia, universal app 11FREUNDE, Intro - Die Woche and Sneaker Freaker. This approach offers significant advantages over other solutions.

InterRed App Publishing System for template-based app publishing

As a production tool for digital publications, InterRed APS represents the key solution for all types of mobile device on iOS and Android. Edition design is template-based so that individual items, departments, products, categories and even entire editions can be pre-defined by customer-specific design libraries. Thus, new editions can be created and published with minimal effort and in a very short time. InterRed APS also has its own kiosk app, which houses both digital publications and live areas of the website, as well as other client apps, thus making it the central point for the brand presence. In addition, InterRed APS forms a central part of the InterRed Multi Channel Publishing solution. It therefore offers mobile devices the ability to create, manage and publish content from InterRed. So thanks to multi-channel publishing with InterRed, content can be published not only in print (magazines, newspapers, catalogues, etc.) and online (web, intra-/extranet etc.), but also on mobile devices such as tablets and smartphones.

Successful apps based on InterRed APS: 11FREUNDE and more

And what do our clients' customers have to say on this? All items hitherto published using InterRed APS have received top marks from their readers. Successful examples of this new technology include apps such as Intro - Die Woche, Festivalguide, Sneaker Freaker and 11FREUNDE.

For example, the 11Freunde app for Apple's iPad and iPhone got off to a perfect start on 8th August 2013. It quickly reached No. 1 of all Newsstand magazines and was ranked 17th of all total available iPad App Store apps.

These success stories show that InterRed APS is ideally suited to help clients master the most important current challenge: the leap from traditional, print-dominated publication into the digital age of multiple channels and technologies.





11FREUNDE based on InterRed APS

Tablets and apps are becoming increasingly important for publishers

Current sales and forecasts show that mobile channels and technologies are more than just a fleeting fad. Studies point to a likely 300% increase in tablet PC sales in the coming years. At the same time, according to a study of the Association of German Magazine Publishers (VDZ), almost half of digital magazine users use at least as many digital issues as printed versions - and this in addition to digital editions. Over 60 per cent of readers have paid for the use of their publishing app, either in the form of a subscription or in the form of one-off retail purchase.

These figures show that the output channel of mobile devices is becoming increasingly relevant for publishers. In order to survive and be successful in the future, publishers must offer tablet editions or apps as an additional output channel that meaningfully complements their existing print and online editions of magazines, newspapers, catalogues or other media. With its approach, InterRed APS offers a suitable solution for almost every use. Find further information at: www.InterRed.de/APS



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 App Publishing System InterRed APS, 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.

You can find further information at www.InterRed.de

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