Press release

InterRed
We make IT work.

InterRed 14 editing system at the World Publishing Expo 2013

20.09.2013, Siegen/Berlin

InterRed will be presenting Version 14 of its editing system InterRed Print at the World Publishing Expo 2013 in Berlin. This latest version offers a completely revamped page planning function as well as including further innovative features in the form of LiveLayout and LiveCopy to deliver even greater user efficiency for the creation of print publications such as magazines, newspapers, catalogues and business reports.

InterRed editing system offers new page planning, page production and page preview

Alongside the innovations in the field of content management presented at the 2013 CeBIT, expanded print functions which will be of assistance to editors and layout artists alike are now also being showcased.

The page planning function in Version 14 of InterRed Print has been fundamentally redesigned to provide significantly more convenience and speed. One particular highlight is the ease with which inheritances can be planned and visualised. Whole and partial pages of a newspaper or periodical can now be replicated in different versions of the publication, such as regional editions, via a simple drag and drop procedure. Inheritances are marked in colour to reduce the production costs of alternate editions. The new asynchronous planning feature enables changes to be made to the scope of the publication and to advertisement allocation even after production has started as well as allowing these alterations to be transferred to production at defined times. Producers are the first to be notified of changes, which they can then accept in a targeted and active manner. Pages already being edited can remain open, meaning that producers are able to continue to work without interruption.

Changes to scope and format are executable via keyboard shortcut or by a simple click of the mouse. Advertisement reservations and changes to reservations can be carried out by drag and drop. Elements are clearly made available to planners in pallets.

The page production feature which now exists acts as a “control console” facilitating tabular structural access management for page sections and whole editions. The new page preview function offers a full history of versions and work stages including all interim statuses as well as an integrated communication tool for production management.

Both the new page planning and page production functions and the whole of the InterRed editing system are fully browser based.

InterRed Print Version 14

InterRed 14 editing system

LiveLayout und LiveCopy for browser-based processing of print objects

InterRed LiveLayout facilitates everything from browser-based processing of print objects (newspapers, magazines, catalogues etc.) on the basis of article modules to page templates with automated mass setting. This means that the processing of DTP elements via the bidirectional interface in Adobe InDesign, general adjustments of DTP elements and layout works directly within the InterRed editing system are all now possible, whilst InterRed LiveCopy enhances the preparation and processing of copy for print objects. This means that browser-based text capture via media-neutral interfaces or WYSIWYG web interfaces can also take place directly in the publication being prepared, including formatting and live preview.

The integration of Adobe Creative Suite (CS 6) enables InterRed Print to support the programme's DPS functionalities for the production of dynamic digital content for tablet devices and provides intelligent interfaces and plug-in's that provide users with the opportunity to continue to work with familiar tools. The expansion of InterRed Print to include the Web-CMS component InterRed Online and the Production System InterRed APS app makes holistic multi-channel publishing possible in all channels (print, online, tablet, mobile).

The new version of InterRed will be on show at the World Publishing Expo 2013 in Berlin from 7 to 9 October, Stand 1.2.221.

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.

You can find further information at **www.InterRed.de**

Contact person for queries and interviews:

InterRed GmbH
Andreas Nentwig
Head of Marketing
Eiserfelder Straße 316
57080 Siegen

Fon: +49 271 30377-0
Fax: +49 271 30377-0
E-Mail: info@interred.de