

InterRed 14 Web Content Management System is presented at CeBIT

Not long now until 5/03/2013: CeBIT, the world's largest IT trade fair, opens its doors in Hanover and InterRed presents the new Version 14 of its content management and editing system. In Hall 6, on stand F18, customers and other interested parties can get a look at the latest Version 14 of the web content management system of the same name. Numerous improvements are presented as a preview - including the completely extended media database, the adaptive control via iPad and additional features for multi-channel publishing.

Innovations in the online environment: MediaSync, Responsive Design

A highlight of the new release is InterRed Mediasync, a feature that greatly simplifies the creation of media-specific content and the production of various media such as for online or tablets. Through the intelligent multiple use of content, it becomes possible to operate several media such as print, online, tablet or mobile with one tool and one system. Here, the special feature is the always-on synchronization of content in a wide variety of output media. Articles, for example, knowing where they come from and recognizing changes, even asynchronous ones, in other media. They can be used

separately but never lose the relation with each other and can be compared against each other whenever it suits.

Moreover, with the new version the possibilities for designing websites using „Responsive Design“ have been improved once again. The flexible web layout adapts websites for optimum presentation depending on the terminal. Adjustment is made for pictures too, thanks to adaptive image conversion.

Integration of external search engines

Another focus of the new InterRed release is the simplified integration of external search engines. In particular, companies with a heterogeneous system landscape require a central search engine that searches the entire content inventory and presents results uniformly. In the new version, InterRed

features a technology upgrade based on REST. This automatically provides external search engines like Solr, Elastic-Search or Google Search Appliance with information about new, changed, or deleted content.

Last but not least: New media database and operation via iPad

With InterRed 14 the integrated media database is further improved. Optimized caching provides the basis for a fast, flexible surface. The storage of individual user views, content filtering and a novel „tile“ view are available at a click. Thanks to the „drag and drop“ feature, organizing and sorting items is even easier and quicker than before. Using colour selection, pictures of similar colours can be easily found. Images which are given an expiration date can thus be employed or disabled, depending on the respective image rights.

Being able to operate the InterRed software from anywhere on the go via an iPad is another valuable feature. The possibilities for application are numerous: updating websites, publishing cutting-edge news, sharing work - all that can be done on the go from a mobile device. The tablet becomes a fully-fledged editing client that is recognized by the system and supported for specific media.

InterRed GmbH is looking forward to constructive discussions with trade visitors to Stand F18 in Hall 6 and provides the opportunity to arrange appointments in advance via the corporate website, www.interred.de.

Using InterRed via iPad: Adding content to all channels on the way - web, newspapers/magazines, iPad and EPUB, mobile, newsletter and mailings as well as CD/DVD



Company profile: 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

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