



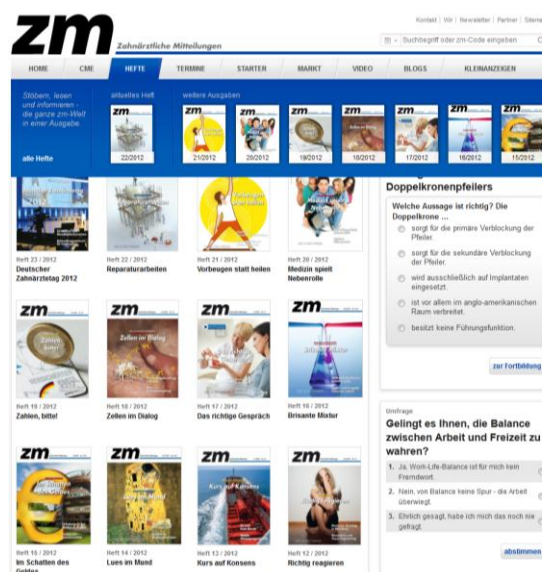
## Deutscher Ärzte-Verlag decide to implement the InterRed Web Content Management System

12th of December 2012, Siegen/Cologne

The Cologne-based Deutsche Ärzte-Verlag has decided to work with InterRed, thereby ensuring the strategic way forward for future-proof Content Management. The decision to implement the InterRed-CMS system comes at the same time as the first new website launch: Dental reports offer a focal point and a wide spectrum of subjects and functions, and not only for dentists.

### Current information, complete books and search functions

The Deutsche Ärzte-Verlag, founded in 1949, is one of the leading German medical professional publishing companies, publishing technical periodicals, for example, the Dental Magazine or the Magazine for Dental Implantology, as well as the most widely circulated technical periodical for doctors, the Deutsche Ärzteblatt. Now, with the conversion of the website from zm • Dental Reports to the InterRed base, the publishing company offers new methods of interaction. At [www.zm-online.de](http://www.zm-online.de), the content is presented in a modern and clear design, and under a variety of headings. As well as current reports from the world of dentistry, entire issues of the print version of the magazine from years past right up to the latest edition can be downloaded in PDF form. Individual articles, accessible with extensive search filters from the archives can also be read. The online connection to the printed version is also affirmed with content expansion of the printed version: References in the form of so-called "zm codes" in the magazine enable the reader to investigate other (background) information on the zm website which can be accessed quickly and directly.



## High Traffic Online Further Training, Blogs, Advertising and Videos

Under the heading "Starter", an area exists for students and first-time employees, and under "Blogs" exchanges of ideas and discussions between colleagues take place. "zm. TV", for its part as a constantly growing platform, offers videos with dental and health policy content. The "Appointments" area consists of clearly listed current advanced training events and congresses. Amongst other features, filtering according to subject, date or place is supported by the InterRed ContentAgents knowledge management service with which location-related search function is automated. The InterRed ContentAgents simultaneously deliver automated, thematically corresponding content to the online articles which enables the reader to find out more regarding subjects that interest them. As well as the incorporation of the classified ads taken from the print magazine version which is automated, searchable and filterable, this "market" offers assistance in the search for suitable products and companies.

The online advanced training sessions with which dentists can acquire CME points is one of the most popular online features from Zm. A sufficient number of these points results in an advanced training certificate from the responsible Dental Association. These certified advanced training sessions are very popular on account of their online flexibility, and several thousand of these tests are carried out on the website every month. The zm online Web Content Management system from InterRed caters for professionals as well as "starters", presenting itself as a very modern portal in a strong and important sector.

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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. 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](http://www.InterRed.de)

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