

Press release



InterRed implements new editorial system for BILD

February 16th, 2012, Siegen/Berlin

InterRed implements a further project for the Axel Springer AG: The daily paper 'BILD' now also uses the technology of InterRed in the editorial department. High flexibility, usability and the overall concept of the editorial system were some of the criteria that led to this technological decision. This new solution optimally supports the comprehensive multi-channel strategy of the publishing house.

Editorial system InterRed for the German daily paper with the widest circulation

After already the intranet of the Axel Springer concern, as well as online portals as COMPUTER BILD or AUTO BILD, implemented the technology of InterRed, from now on, also Germany's daily paper with the widest circulation works with InterRed. For BILD a system meeting highest requirements was developed. With more than 20 editorial locations, 27 different regional editions and a circulation of almost 12 million readers, the realization of the project was a great challenge. In a close cooperation with the editorial department of BILD, InterRed has succeeded in this within shortest time. After about one year the new editorial system for the BILD newspaper was taken into productive operation.



<< The daily paper with the widest circulation in Germany: BILD >>



InterRed: technological solution for Axel Springer

With the implementation of the media-neutral multi-channel publishing, InterRed supports the Axel Springer AG in making a further step into the innovative technological future.

The latest InterRed version is presented to the interested professional audience at this year's CeBIT from 6th to 10th March. In hall 6 at stand G31 visitors can have a closer look at InterRed and talk to experts about the innovative concept.

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.

Since 2011, the Axel Springer AG has a stake of 24 percent in the InterRed GmbH.

You can find further information at www.InterRed.de

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