

Press release



CeBIT 2014: Multi Channel Publishing with InterRed 15

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At CeBIT 2014, InterRed GmbH presents a first preview of the new Version 15 of its eponymous Multi Channel Publishing System. InterRed combines a content management and publishing system. Content is collated centrally, administered and prepared for the media so that it can be published directly in all media channels (print, online, tablet, mobile, etc.) straight from the system. The new InterRed 15 is characterized among other things by a more intuitive interface.

Print, online and app publishing now more intuitive

Be it print, online or app publishing: process costs can be saved and workflows optimized using the extensive InterRed CMS functions. Version 15 now shown for the first time at the CeBIT in Hanover has a number of improvements in store.

User Interface optimizations provide an even more uniform, logical operation. Several menu areas, the integrated media database and page design were taken into account, not to mention the possibility of version comparison and the conflict manager. Using the latter greatly simplifies simultaneous work by several employees on the same content.

In addition, cross-media subject planning enables the organization of wider-ranging subject areas with several content types for different media. This way, individual tasks can be better planned and distributed between members of staff - a clear optimization of workflow.

InterRed TopicMeter: dynamic updates on world events

Find out today what will be in the paper tomorrow: in conjunction with the Knowledge Management System and the InterRed ContentAgents, the InterRed TopicMeter offers the opportunity of finding out about current events and live issues based on selected media. Dynamic updates about world events that can be separated by subject provide a quick overview in the tangle of media snippets: What issues are currently on the rise, which keywords are trending, and above all, who is getting hold of a particular topic and how? In addition, a check is made whether your own, already existing content and articles offer a unique position about an issue and related matters. Editors are thus provided with optimal support in their daily work.

Innovations for Web Reporting with InterRed RhoLive

InterRed RhoLive Web Reporting Software offers real-time web page analysis. Information such as PIs, visits, visit time or referers is made available live. The new version 8 of RhoLive comes up with a dashboard feature with even more current information. In addition to the information on the most popular sub-pages on an online portal, the "Top Sites" overview contains forecasts on future growth development. This is all displayed in real-time visualization, supported by extensive filtering functions.



Multi Channel Publishing with InterRed at CeBIT

InterRed will be presenting these and other features to an interested audience of professionals from 10 to 14 March 2014 at CeBIT in Hanover. Since yet again, as in previous years, a large attendance is expected, www.interred.de offers the possibility of booking in advance. Whether you go unplanned or by appointment: the future of multi-channel publishing will be presented in Hall 6, Stand F18.

Company profile:

About InterRed

InterRed GmbH – We make IT work.

The InterRed GmbH 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 (CMS), Editorial system, Multi Channel Publishing, Knowledge Retrieval, Live Reporting (website statistics) and offers Print, Web, Tablet and Mobile solutions for magazines, newspapers, Corporate Publishing and catalogues.

The InterRed product family with the content management system InterRed, the app publishing system InterRed APS, the KM solution InterRed ContentAgents, the live reporting software InterRed 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

