

Multi Channel Publishing Solution: InterRed at drupa 2016

InterRed GmbH presents its multi-channel publishing solution at drupa 2016. The innovative technology to create, manage and publish for all media channels will be presented live in the drupa innovation park at Stand B09 in Hall 7.0. All visitors, whose tasks include the creation, media-compatible design, management and delivery of content are invited by the InterRed experts.

Print, online, app: all media, one publishing solution

Whether for publishers, media houses, companies or services enterprises - InterRed is the future-proof basis for all industries, which need and use "publishing". The advanced technology is ideal for all media channels like print (e.g. newspapers, magazines, catalogues, annual reports, marketing materials), online (websites, social media, intranet and extranet) and app publications (for smartphones, tablets, smart TVs).

They are created, managed and published in a media-neutral system thanks to intelligent features. Multi-channel publishing with InterRed thus enables users to successfully meet future challenges in the publishing industry, not only because of media neutrality.

One of the most innovative features to make day-to-day work with content in different media even more efficient is the intelligent synchronization of content. InterRed MediaSync is effective multi-channel writing, which means huge reductions in time as well as high efficiency. Articles, texts and images "know" of their togetherness through media boundaries. They may be thus used media specifically and individually but at no time they lose their relation to each other.

Matching and comparisons are always possible, allowing to make content adjustments such as

spelling and content corrections, simultaneously and in one step for all media without breaking the media-specific plurality.

Digital **business models** and **paid content**

The InterRed multi channel publishing solution can be used for both, all as well as individual media channels. InterRed AppPublishing is integrated into the overall solution to allow the creation of attractive-designed media for tablet and smartphone publications with a minimum of effort. The monetization, not only of mobile content, is an important issue. Whether for Android or iOS, for smartphones, tablets or smart TVs – it is important to resolve the existing obstacles of paid content. This is achieved among other things by a high degree of user-friendliness usability while offering content.

It is important to make the sale hurdles low and to offer a wide variety of models: whether the classic sale of entire editions, various paywall models, the modern unbundling of content for pay-per-article sale or various forms of advertising. A future-proof publishing solution supports all relevant models.

Not only the intelligent media synchronization and the monetization of content will be presented live at the InterRed stand during drupa 2016. To avoid long waits to speak with our experts, InterRed recommend setting up an appointment by phone, email or via website: www.interred.de.

Future Publishing Solutions

InterRed GmbH develops and distributes software solutions on the basis of the latest information technology. InterRed is one of the technologically leading suppliers in 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, app solution InterRed AppPublishing, KM solution InterRed ContentAgents, web reporting software InterRed LiveReporting and editorial system InterRed Print provides added value for all applications and all industrial sectors.

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