

InterRed at DMEXCO 2026: AI solutions for content marketing and publishing

From 23 to 24 September 2026, InterRed will be showcasing its full portfolio of solutions at DMEXCO in Cologne. At the Koelnmesse exhibition centre, InterRed can be found in Hall 6 at Stand E36, where it will demonstrate how companies across all sectors and publishers can consistently integrate their content marketing, digital asset management and AI-based automation (digital and print) to achieve greater efficiency, reach and consistency across all channels.

The focus of the exhibition stand will be on several current highlights: InterRed MarComAI, the AI-based content marketing automation solution, and InterRed SmartPaper, the solution for print and layout automation using AI. In addition, InterRed will be unveiling its brand-new InterfaceAI solution at DMEXCO, which integrates editorial logic directly into the system.

From digital asset management to AI-based content marketing automation

Companies across all sectors, including corporate communications and marketing departments, face the challenge of producing ever more content for an ever-increasing number of channels without compromising on relevance or consistency. With InterRed MarComAI, InterRed will demonstrate at DMEXCO how a single source of truth, automated publishing and reliable AI can be combined so that content, once created, can be delivered in a targeted manner everywhere – including internationally. The solution covers the entire process: from planning and the management of content and assets through to an intelligent content marketing suite for all channels, both digital and print.

From print automation to AI-based multi-channel publishing

For newspapers, magazines, websites, e-papers and apps, InterRed offers an end-to-end publishing solution, which is also a key focus at DMEXCO. With InterRed SmartPaper, the company demonstrates how digital content can be used to automatically generate print media, right through to a fully automated printed page that retains the characteristic look and feel of a print product. This enables editorial teams to save a significant amount of time in production without compromising on editorial quality or layout standards.

InterfaceAI: Editorial logic directly within the system

As a special innovation, InterRed is presenting InterfaceAI at DMEXCO 2026. The solution links day-to-day editorial work directly to the system in which it takes place, without any media discontinuity and without manual transfer between tools. Editorial teams can thus work consistently on a platform that adapts flexibly to their own working methods, rather than the other way round. At Stand E36 in Hall 6, interested visitors can get a first-hand impression of how digital and print publishing can be organised seamlessly and with AI support, both for publishers and for companies in all other sectors. Anyone wishing to plan their visit to the trade fair in detail can arrange a personal appointment in advance via the website www.interred.de, thereby securing a fixed slot at the stand.



Under the motto 'Scaling Intelligence', DMEXCO 2026 will demonstrate how AI can be scaled from a pilot project to deliver genuine added value. InterRed will be bringing this to life at Stand E36 in Hall 6.

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