

## **vjoon announces full support for Adobe Creative Suite 5**

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vjoon today announced that its Cross-media Publishing Platform K4 version 6 will be compatible with Adobe Creative Suite 5 in Q2 of 2010. With its explicit workflow features for multiple output channels, content management for multimedia, and automation of exports for digital publishing, K4 version 6 complements the latest Adobe creative software by providing an ideal platform for creative teams to collaborate.

Hamburg, Germany - vjoon, one of the leading providers of publishing solutions based on Adobe(R) Creative Suite(R), today announced that its Cross-media Publishing Platform K4 version 6 will be compatible with Adobe Creative Suite 5 in Q2 of 2010. With its explicit workflow features for multiple output channels, content management for multimedia, and automation of exports for digital publishing, K4 version 6 complements the latest Adobe creative software by providing an ideal platform for creative teams to collaborate. The integration of K4 with Adobe Creative Suite 5 continues vjoon's tradition of being among the first workflow vendors to take advantage of enhancements to Adobe's Creative Suite.

"For crossmedia publishing, vjoon's unique multi-channel workflow concept has the advantage of letting publishers create and enrich their content according to the requirements of the individual output channel and still have all videos, pictures, articles and layouts centrally managed and retrievable within K4," said Andreas Schrader, CEO of vjoon.

In K4, content is not simply reused for different channels, but is adapted to the different demands of specific media and devices, including Web sites, print publications and handheld devices such as the Apple iPad(R) and Amazon Kindle(R). No matter which strategy a publisher follows: digital-first, print-first or a mixture of both, K4 provides a common platform that improves the publisher's efficiency without compromising its flexibility to adapt editorial and production processes to new emerging digital outlets.

"Our customers are excited by the new multimedia capabilities in Adobe Creative Suite 5," said Schrader. "They are looking forward to leveraging K4's automation and collaboration tools to enhance the design and creation processes that are growing more complex as publishers expand their reach to many more digital devices."

K4 is already successfully in use with installations ranging from ten to more than 1,000 users. Publications using K4 include ADAC Motorwelt, BusinessWeek, Conde Nast (USA), Cosmopolitan, DIE ZEIT, Focus, Hubert Burda Media, Le Point, New York Magazine, Rolling Stone, The New Yorker, Us Weekly, Vogue, and Wired; corporate publishers include ABB, Addison Corporate Marketing (Part of WPP Group) Akzo Nobel, BASF, Beiersdorf, Credit Suisse, KircherBurkhardt, Square and Publicis. K2 and K4 both support Mac OS X.

vjoon:  
<http://www.vjoon.com>

Cross-media Publishing Platform K4 6:  
<http://www.vjoon.com/products/vjoon-k4-cross-media-publishing-platform/vjoon-k4-at-a-glance/>

Purchase Options:  
<http://www.vjoon.com/solutions/rent-finance/>

Media Assets:  
<http://www.vjoon.com/press/information-material/logos-screenshots/>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

vjoon, formerly SoftCare, is a leading provider of software workflow solutions based on Adobe Creative Suite. The enterprise's Cross-media Publishing Platform K4 enables publishers, media companies, agencies, and corporates to tailor and optimize contents for presentation on any media channel at far lower production cost. Prestigious publishing houses and corporate publishers rely on K4 as their central production tool. Its powerful workflow engine streamlines and controls processes, even across connected third-party systems such as Web CMS. vjoon's smaller solution, K2, provides an excellent base product for people entering the world of professional publishing.

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