

MEI to debut Innovative Ads solution, new IPS WebTrac at NEXPO 2007

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The Innovative Ads plug-in revolutionizes the concept of automated ad layout by introducing support for polygonal, multi-layer ads — powerful, eye-catching ads that more and more advertisers are demanding. Previously, non-rectangular ads required costly manual intervention and guess-work. ALS 5.2 with the Innovative Ads plug-in now quickly and easily incorporates these unique ads into the runsheet and automated workflow.

The system offers a Plug-In for Adobe® InDesign® or an XTension for QuarkXPress®, from which "stencils" are exported to ALS and saved as individual Ad Types. Then, when ALS with Innovative Ads creates its runsheet from an order-entry system, the new polygonal, multi-layered ads are listed right alongside regular rectangular, single-layer ads, ready to be placed according to ALS rules and attributes.

The result is improved efficiency and speed, no more guessing of space requirements for surrounding ads and editorial, and complete electronic automation of the entire ad layout process without limitations on shape or concept.

MEI will also debut a new Web client for IPS, its collaborative package of products that integrates display and classified ad planning with editorial across the entire publishing enterprise. IPS 4 now features WebTrac, a browser-based solution with all the functionality of IPS AdTrac, the ad-tracking client that helps publications manage ad production from start to finish.

WebTrac users get a complete overview of status and cost details, including up-to-the-minute information for each job and time-tracking for each production step. With an upgraded, streamlined Web interface, IPS WebTrac makes the IPS database more accessible, from virtually any Mac or PC.

WebTrac also offers a new optional Web-based Ad Designer, which provides non-designers with a tool for building or updating ads from a browser. Its template-based functionality allows users to enter text and associate graphics within predefined regions of a template to create a compelling ad, quickly and cost-effectively.

At NEXPO, MEI will also showcase SoftCare K4 Publishing System 5.7 and the new optional K4

Web Editor 2.0. K4 is the high-performance publishing system that integrates Adobe InDesign and Adobe InCopy® to manage design and editorial workflow and to control the entire production process. The K4 Web Editor module lets users write, edit and copyfit articles in K4 from any computer with only a Web browser and an Internet connection. Accurate representations of K4 articles, complete with styling, font mapping and layout

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geometry, are generated for the remote user by an Adobe InDesign Server and made available via a password-protected browser interface.

ALSO SHOWING AT NEXPO:

- Wave2 self-service advertising, for newspapers interested in providing a do-it-yourself ad-building platform for advertisers
- ALS Direct, which allows ALS and K4 customers to integrate advertising and editorial workflows into one shared system
- Page Director CLS
- ClassForce, AdForce

NEXPO will be held April 21-24 at the Orange County Convention Center, Orlando, FL; MEI representatives will be available for demos and discussions in Booth 1221. To schedule a demonstration, contact Steven Haught at info@maned.com, or visit MEI on the Web at <http://www.maned.com>.

MEI is an industry leader in the development of quality, proven software solutions for the evolving publishing industry. The Page Director Series of Advertising and Classified Layout Systems, K4 Publishing System, Integrated Production Suite, Wave2 and IPS AdTrac deliver automated pagination and workflow solutions to newspaper and magazine publishers, as well as to other print and electronic publishing markets. MEI has twice been named a laureate of the Computerworld Smithsonian Collections.

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