

MEI to Add K4 Web Editor 2.1 in NEXPO Lineup

Published on 04/22/07

Managing Editor Inc. (MEI), an Adobe Systems portfolio company and a leading provider of software solutions for the publishing industry, today announced an addition to its program at NEXPO 2007: an updated version of the K4 Web Editor module. Web Editor 2.1 will be demonstrated alongside new versions of MEI's Page Director® Ad Layout System (ALS), Integrated Production Suite (IPS) and more.

Managing Editor Inc. (MEI), an Adobe Systems portfolio company and a leading provider of software solutions for the publishing industry, today announced an addition to its program at NEXPO 2007: an updated version of the K4 Web Editor module. Web Editor 2.1 will be demonstrated alongside new versions of MEI's Page Director® Ad Layout System (ALS), Integrated Production Suite (IPS) and more.

K4 Web Editor lets users write, edit and copyfit articles in SoftCare's K4 Publishing System from any computer, using only a Web browser and an Internet connection. Accurate representations of K4 articles, complete with styling and font mapping, are generated for the remote user by Adobe® InDesign® Server and made available via a password-protected browser interface.

Web Editor 2.1 gives remote users more control and interactivity with the system. In addition to checking out existing articles from K4, Web Editor users can now create new articles either from scratch or by selecting a template stored in K4. The new version of Web Editor also supports the easy query mode, which allows quick searching for files, and also lets users create their own queries in addition to using established queries to locate files in the K4 database.

Also debuting at MEI's NEXPO booth is the newest version of its flagship ALS, now with industry-first support for Innovative Ads®. The Innovative Ads plug-in automates placement of polygonal, multi-layer ads, easily incorporating them into the ALS runsheet and workflow. Previously, non-standard ads required costly manual intervention and guesswork; the Innovative Ads plug-in allows them to be placed automatically as part of the rules-driven ALS process.

Also new is the WebTrac™ interface for IPS AdTrac™, the powerful ad-tracking and ad-building segment of MEI's Integrated Production Suite. With an updated, streamlined interface, WebTrac makes the IPS database accessible from any Mac or PC with a Web browser and an Internet connection. Along with WebTrac, MEI is showing IPS 4, the newest version of the enterprise-level package of products that manages production from order entry to pagination.

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 3.6, MEI's powerful classified ad layout system
- ClassForce 3.6 and AdForce 5, MEI's layout systems for smaller publications

NEXPO will be held April 21-24 at the Orange County Convention Center, Orlando, FL; MEI

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

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>.

About K4

The SoftCare K4 Publishing System allows publishing professionals using Adobe InCopy and Adobe InDesign to manage and integrate design and editorial workflows and to control the entire production process. With its multi-level security controls, open SQL database architecture and robust customization options, K4 supports a transparent and secure production workflow for individual workgroups or entire publishing enterprises. The new optional 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. K4 is a product of SoftCare GmbH of Hamburg, Germany.

Website:

<http://www.maned.com>

Product URL:

<http://www.maned.com/products/k4/k4.html>

MEI is a leader in the development of quality software solutions for the evolving publishing industry. The Page Director Series of Advertising and Classified Layout Systems, K4, Integrated Production Suite (IPS), Wave2 advertising platform and IPS AdTrac deliver automated pagination and workflow solutions to print and electronic publishing markets. MEI is a portfolio company of Adobe Systems Inc. (Nasdaq: ADBE), and has twice been named a laureate of the Computerworld Smithsonian Collections.

###

Paul Weinstein
Media Contact

pweinstein@maned.com

Link To Article: <https://prmac.com/release-id-315.htm>
