

MEI Case Study Details K4 Success at National Geographic Magazine

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Managing Editor Inc. (MEI) today released an in-depth case study that describes how National Geographic, the flagship publication of the National Geographic Society, made the transition to managing its editorial and design workflow with the vjoon K4 Publishing System. The installation of the K4 software and implementation of a revamped workflow have helped National Geographic achieve 25 to 45 percent improvements in its production time.

Jenkintown, PA - Managing Editor Inc. (MEI), an Adobe premier development partner and a leading provider of software solutions for the publishing industry, today released an in-depth case study that describes how National Geographic, the flagship publication of the National Geographic Society (NGS), made the transition to managing its editorial and design workflow with the vjoon K4(TM) Publishing System. The installation of the K4 software and implementation of a revamped workflow have helped National Geographic achieve 25 to 45 percent improvements in its production time.

NGS's K4 implementation involves more than 100 editorial, design and production personnel, producing 12 monthly issues, plus additional map supplements and occasional special editions. National Geographic has a worldwide circulation of 8 million.

In addition to the core K4 Publishing System components, National Geographic uses MadeToPrint Auto from axaio software, the server solution integrated with K4 for automating production of PDF proofs and Adobe(R) InDesign(R) packages for prepress. National Geographic also designed and built its own intranet portal for reviewing content in production. K4 continually updates the portal with previews and proofs of layouts and articles at any given moment.

As a result of upgrading to K4, National Geographic transformed a lengthy paper workflow into a streamlined digital one, shaving three to seven weeks off what had been the magazine's typical 15-week production time. More details are available online in MEI's National Geographic case study.

To learn more about publishers using K4 in the Washington, D.C., area, visit MEI's "Finally, Something Works in Washington!" customer spotlight.

About K4

The vjoon K4 Publishing System, integrated with Adobe InDesign and InCopy(R), allows publishing professionals to manage design and editorial workflow and to control the entire production process. With its multi-level security controls, open SQL architecture and robust customization options, K4 supports a transparent and secure production workflow for individual workgroups or entire publishing enterprises. K4 is a product of vjoon GmbH (formerly SoftCare) of Hamburg, Germany. With more than 300 systems installed in publishing houses, agencies and magazines worldwide, K4 has already revolutionized the editorial workflow for more than 16,000 users. MEI is the exclusive distributor of K4 in the Americas, with 140 installations managing nearly 9,000 users.

National Geographic Case Study:

<http://www.maned.com/k4works/national-geographic-pdf>

MEI's "Finally, Something Works in Washington!" customer spotlight:

<http://www.maned.com/k4works/national-geographic>

MEI Home Page:

<http://www.maned.com>

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

K4 Product Page:

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

Managing Editor Inc. 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 (IPS) and IPS AdTrac deliver automated pagination, workflow and digital asset management solutions to newspaper and magazine publishers, as well as to other print and electronic publishing markets. MEI is an Adobe premier development partner and has twice been named a laureate of the Computerworld Smithsonian Collections. Additional information regarding MEI's products and services can be found on the company's Web site.

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