

Duke University's Chronicle Selects K4 Publishing System

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MEI announced the successful implementation of the K4 Publishing System at Duke University's independent daily newspaper, The Chronicle. Integrator DPCI replaced an outdated system with K4, the popular design and editorial workflow solution integrating Adobe(R) InDesign(R) and InCopy(R).

Jenkintown, PA (June 27, 2007) – Managing Editor Inc. (MEI), an Adobe Systems portfolio company and a leading provider of software solutions for the publishing industry, today announced the successful implementation of the SoftCare K4 Publishing System at Duke University's independent daily newspaper, The Chronicle. New K4 integrator DPCI worked with the newspaper's editorial staff to replace an outdated system with K4, the popular design and editorial workflow solution integrating Adobe(R) InDesign(R) and InCopy(R).

Using the new K4 software, The Chronicle staff of more than 100 reporters, editors, photographers and designers will be able to collaborate in real time to produce the daily newspaper. The Chronicle also will use the system to integrate editorial content onto its Web site, The Chronicle Online (www.dukechronicle.com).

"Our previous system offered minimal flexibility and was cumbersome to use, oftentimes impacting our ability to hit publishing deadlines," said Jonathon Angier, General Manager of The Chronicle. "Through the implementation of K4, DPCI enabled us to modernize our workflow operations, tightly integrate editorial and production activities and, most importantly, put out quality journalism for our readers."

The Chronicle is completely autonomous of Duke University and has been in production for more than 100 years. The newspaper has a circulation of about 15,000 with distribution throughout the university and surrounding parts of Durham, N.C. The Chronicle Online receives an average of more than 70,000 page views every day.

"In working with Duke, our team helped refine their workflow processes and reinforce improvements with technology so that they can put the paper to bed earlier each night," said Joseph Bachana, President of DPCI. "The K4 system not only gives the students a more stable platform with richer workflow functionality, but also affords them an opportunity to familiarize themselves with an industry-standard publishing environment."

Since Duke University has no formal journalism program, The Chronicle provides valuable experience for students pursuing careers in the field. The paper's editorial department recently received the Best in Show award at The National College Media Convention.

The Chronicle joins an impressive group of collegiate newspapers using K4. The Yale Daily News, the Columbia Daily Spectator, the University of Pennsylvania's Daily Pennsylvanian, Indiana Daily Student, the Northern Star (Northern Illinois University), The Daily Toreador (Texas Tech University), the Daily Illini (University of Illinois), and the Daily Bruin (UCLA) have all implemented K4 for their newspaper workflows.

About K4

The SoftCare K4 Publishing System, integrated with Adobe InDesign and InCopy, 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 SoftCare GmbH of Hamburg, Germany. MEI is the exclusive distributor of K4 in the Americas.

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

Web site:

<http://www.maned.com>

Product URL:

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

Managing Editor Inc. is an industry leader in the development of software solutions for the evolving publishing industry. The Page Director® Series of Advertising and Classified Layout Systems, K4 Publishing System, AdsUp® order-entry and CRM system, Integrated Production Suite (IPS), Wave2 self-serve advertising platform and IPS AdTrac deliver automated pagination, workflow, customer relations and digital asset management solutions to newspaper and magazine publishers, as well as to other 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.

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