



SoftCare Press Release

## **K4 and JournalDesigner Live in Production at German Publisher GONG Verlag Page Planning Solution for Adobe InDesign and K4 Publishing System**

Hamburg, Germany (September 13, 2005) -- German publishing house GONG Verlag has successfully moved production of several magazines, including Europe's leading animal magazine, to SoftCare's K4 Publishing System. At the same time, the publishing house pioneers with the first running integration of JournalDesigner planning system from dataplan GmbH with K4, using the latest version 4 of JournalDesigner. Seamless bi-directional integration of both systems offers flexible planning and integration of ads, articles, layouts and production to ensure secure and efficient magazine production. At IfraExpo 2005, SoftCare will present the full integration of K4 with JournalDesigner at stand number 2H805.

"K4 Publishing System is the first InDesign-based system to implement an integration with JournalDesigner. SoftCare demonstrated exceptional conceptual skills that enabled us to seamlessly integrate both systems," said Dr. Wolfgang Zetsche, Managing Director of dataplan GmbH.

"The integration of K4 with JournalDesigner from dataplan introduces completely new opportunities for magazine production. Thanks to the implementation, we were able to create a more transparent production process and realize significant time and cost savings. Together with K4 integrator SNAP Innovation, we are going to integrate additional solutions with K4 to increase security and ease-of-use in other areas of the workflow," said Edwin Örtel, Head of IT at GONG Verlag.

At IfraExpo in Leipzig October 17 to 20, 2005, SoftCare and dataplan invite visitors to examine the integration of K4 with JournalDesigner version 4 from dataplan at SoftCare stand number 2H805 and dataplan stand number 2H910.

The award-winning K4 Publishing System enables efficient and secure publishing workflows built around Adobe InDesign and Adobe InCopy. With its multilevel security controls and robust customization options, K4 supports a transparent and fast production workflow for individual workgroups or entire publishing enterprises. K4 is the only magazine publishing system based on Adobe InDesign that offers consistent support for multi-component articles, remote locations and multi-language publications throughout the system. One of the hallmarks of K4 is its advanced connectivity, enabling other systems such as asset management or automated prepress to be linked to it. K4 has been successfully implemented at magazine, newspaper and book publishing sites ranging in size from 10 to more than 250 users.

GONG is one of the biggest German magazine publishing houses, publishing titles ranging from TV channel publications and Europe's leading animal magazine, to women's titles, crossword puzzle and novel magazines. Some of the best-known magazines are TV direkt, Gong, BILD + FUNK, die aktuelle, die 2 and Ein Herz für Tiere. Only recently, three magazines (SUPER TV, nur TV and Aquarium) were licensed by other publishers. All in all, 29 registered titles at the German magazine association are published at GONG.

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**GONG uses K4 with  
JournalDesigner 4**

**Integrated Production**

**Time and Cost savings**

**IfraExpo**

**About K4**

**About GONG Verlag**



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For over 20 years, dataplan has been providing European magazine publishers management software solutions for production and planning, optionally augmented by consulting to further improve efficiency. Solutions that have provided tremendous benefits in both operating performance and magazine product quality. Recently, dataplan has extended its reach into the U.S market, by implementing JournalDesigner with prominent U.S.-based magazine publishers who are now using the complete suite of JournalDesigner products.

### **About dataplan**

**SoftCare** was founded in 1990 and is a leading developer of workflow solutions for the publishing industry, helping magazine and newspaper publishers work more efficiently. SoftCare's flagship product is the award-winning K4 Publishing System, the first editorial system for professional publishing workflows based on Adobe InDesign and InCopy. SoftCare teams up with trained K4 System Integrators throughout the world to ensure high-quality service and support for the system. More than 90 customers worldwide use K4 to streamline their production process, including Condé Nast and Metro Newspapers, USA, Gruner + Jahr Wirtschaftspresse and Hubert Burda Media, Germany, and Zehnder, Switzerland.

### **About SoftCare**

SNAP Innovation GmbH was founded in 1996 and employs today 20 people. From its start, SNAP Innovation has concentrated its activity on client/server technology and data-processing in the print-media industry. SNAP focuses on the development and sales of client/server database technology, specializing in inter- and intranet systems. Together with its partners, SNAP has provided solutions for customers such as Apple Computer, Cisco, Sun Microsystems and ITS Travel. In the publishing area, companies and newspapers such as publishing group Milchstrasse, GONG Verlag, KircherBurkhardt Berlin, De Lloyd N.V. (Antwerp), Hannoversche Allgemeine Zeitung, Leipziger Volkszeitung and Schwäbische Zeitung rely on SNAP solutions.

### **About SNAP Innovation**

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