Press Release

softcare

Hubert Burda Media to Implement K4 Publishing System Across the Group

Burda opts for innovative technology based on Adobe InDesign and Adobe InCopy

Hamburg, Germany, June 1, 2006

Hubert Burda Media has made a strategic decision to implement SoftCare's K4 Publishing System with Adobe In-Design and InCopy across all its magazine properties in Germany. Within the next three years, all 68 titles produced by publishers belonging to the Burda group will replace QuarkXPress and Quark Publishing System (QPS) with K4. Ultimately, more than 1,200 Burda employees will be working with the K4 Publishing System.

Choosing a workflow-based solution to control production enables Burda to seamlessly integrate the system into the existing infrastructure, as well as to ensure secure and fast production throughout its editorial offices. With K4, Burda has opted for a modern and innovative editorial system with open interfaces.

K4 has already proven its robust and reliable production capabilities while in use at some of Burda's publishing houses. Since 2001, the company has successfully used K4 to produce magazines including FOCUS Magazin and FOCUS Money in Munich. In 2004, Hamburg-based publishing group Milchstrasse, a Burda subsidiary company, switched to K4 to produce various titles such as Max, Cinema, Fit for Fun and MyLife. And with the help of K4 System Integrator SNAP Innovation, Burda Digital Systems, also a subsidiary company of Hubert Burda Media, has developed and implemented a modern system for automated production of TV guides such as TV Spielfilm, TV Spielfilm XXL and TV Today.

"K4 has proven to be a powerful and flexible system that perfectly supports the innovative ideas of our editorial teams. Thanks to the open interfaces and the extensive Software Development Kit, we were able to roll out the system across our TV magazines very quickly," says Jörg-Uwe Schulz, Project Manager at Burda Digital Systems.

SNAP Innovation GmbH is in charge of implementation and service at the four Burda sites in Germany. "Hubert Burda Media's decision is further proof of K4's outstanding position among other editorial systems based on Adobe software," says Ulrich Zimmer, Managing director at SNAP Innovation.

About K4 Publishing System

The award-winning K4 Publishing System enables efficient and secure publishing workflows built around Adobe InDesign and 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 comes with full support for remote locations and multi-language publications. 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, book, catalog and corporate publishing sites ranging from 10 to more than 1,000 users. K4 supports Mac OS X and Windows clients in mixed-platform environments. The server software is

softcare

available for Mac OS X Server, Windows, Sun Solaris and Linux.

About Hubert Burda Media and Burda Digital Systems GmbH

Hubert Burda Media is an international media company that publishes 258 magazine titles in 19 countries. The group employs more than 7,000 people. The subsidiary company Burda Digital Systems is an independent consultant and IT service provider. The company develops digital business models, process optimizers and business applications and integrates digital media. Burda Digital Systems manages the international network structure of the mother company Hubert Burda Media and runs a client-server data processing center.

About SoftCare

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 to ensure high-quality service and support for the system on a local level. More than 130 customers worldwide use K4 to streamline their production process, including Condé Nast, Hearst and McGraw-Hill, USA, Gruner + Jahr Wirtschaftspresse and Hubert Burda Media, Germany, and Zehnder, Switzerland.

About SNAP Innovation

SNAP Innovation GmbH was founded in 1996 and today employs 20 people. Since 2004, SNAP has rolled out and implemented the K4 Publishing System at more than 600 workstations. Publishing companies and newspapers that rely on SNAP solutions include Burda, Milchstrasse, DIE ZEIT, GONG Verlag, KircherBurkhardt Berlin, De Lloyd N.V. (Antwerp), Deutsche Verkehrs-Verlag (Hamburg), Hannoversche Allgemeine Zeitung, Leipziger Volkszeitung and Schwäbische Zeitung rely on SNAP solutions

For further information please contact:

SoftCare
Software-Service GmbH

Anna-Lena Hanel
Marketing Manager
PHONE   +49 (0) 40 55 69 50 - 0
FAX   +49 (0) 40 55 69 50 - 50
WEB   www.softcare.de
EMAIL   info@softcare.de