softcare

Mexico City's Excelsior Implements K4 Publishing System

First Latin American K4 site is also the world's largest installation at a daily newspaper

Hamburg, Germany, July 18, 2006
SoftCare GmbH today announced that Mexico City's Excelsior newspaper has purchased the K4 Publishing System, making it the first publisher in Latin America to implement the popular editorial software. Excelsior's landmark decision exemplifies K4's continually growing influence in the publishing industry, throughout different markets as well as in different parts of the world.

More than 8,900 users in 14 countries across the globe already use the K4 Publishing System from SoftCare. With the help of MEI distribution partner Informatica Dalai SA de CV, Excelsior will deploy 160 seats for its own system, the largest K4 implementation at any newspaper in the world. Until now, the largest daily newspaper installation has been Vedomosty in Russia, with approximately 100 users.

"K4 was the ideal solution for the most complex editorial project happening in Mexico in recent history," said Alexandro Medrano, Operations Subdirector for Excelsior. "Turnaround time and the service quality of K4's local distributor, Dalai, were outstanding and met 100 percent of our expectations. That's something unheard about most other publishing technology suppliers."

Daniel Moreno, Editorial Director for Excelsior, was impressed with the fast-paced pilot installation, which started from scratch and reached full K4 production in just 20 days, including planning, implementation, configuration, training and follow-up. "The K4 Publishing System was the indispensable instrument to assemble and successfully launch such a challenging and big project as this one in record time," Moreno said. "Dalai's deployment team worked great to meet the demands and complexity of the situation."

Founded by journalist Rafael Alducin in 1917, Excelsior was one of the largest and most influential daily newspapers in Latin America for several decades. In February 2006, the paper was bought and re-launched by renowned healthcare, tourism and multimedia conglomerate Grupo Angeles, headed by Olegario Vázquez Raña and his son Olegario Vázquez Aldir. At that time, Vázquez Raña announced that the paper's re-launch would coincide with its 89th anniversary in March; with the help of K4, this goal was accomplished despite the short amount of time available.

Birgit Rosenthal, Director of Business Development at SoftCare, said the company is excited about the first Latin American K4 sale. "We're happy to see such a large newspaper installation, because it demonstrates the system's power and flexibility," she said. "K4 is widely accepted as a secure standard publishing solution for all kinds of publications such as magazines, newspapers, books and corporate publishing; some of the companies that use K4 include Hearst Magazines, Conde Nast and Hubert Burda Media."

softcare

Along with its K4 purchase, Excelsior also added MEI's Page Director Advertising Layout System (ALS) to its production workflow. ALS is the fast, intelligent ad dummying software used by more newspapers worldwide than any other competing system. ALS simplifies the ad layout process by interpreting information from a front-end system and automatically placing ads on pages, allowing control over numerous attributes such as editorial and advertising requirements, color press configurations and conflict management.

About SoftCare and K4

SoftCare was founded in 1990 and is a leading developer of workflow solutions for the publishing industry, helping magazine, newspaper and book 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 InDesign and InCopy. K4 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 has been successfully implemented at 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 available for Mac OS X Server, Windows, Sun Solaris and Linux. SoftCare teams up with trained K4 System Integrators to ensure high-quality service and support for the system on a local level.

About MEI

Managing Editor Inc. (MEI) is an industry leader in the development of quality, proven software solutions for the evolving publishing industry. Founded in 1990, the company was named a laureate of both the 1999 and 2000 Computerworld Smithsonian Collections. Managing Editor is a portfolio company of Adobe Systems Inc. (Nasdaq: ADBE). Additional information regarding MEI's products and services can be found on the company's Web site at http://www.maned.com.

About Informatica Dalai SA de CV

Based in Monterrey, Mexico, Informatica Dalai SA de CV (Dalai) specializes in developing and implementing end-to-end technology solutions to enhance productivity and profitability in newspaper and magazine publishing organizations. Founded more than 15 years ago, Dalai has grown to serve nearly 75 organizations in 18 countries throughout the Americas; it has a long and successful story of partnering with MEI for its product distribution and support across Latin America. For more information, visit http://www.dalai.com.

For further information please contact:

SoftCare Software-Service GmbH

Anna-Lena Hanel
Public Relations
PHONE   +49 (0) 40 55 69 50 - 0   EMAIL   press@softcare.de
FAX   +49 (0) 40 55 69 50 - 50   WEB   www.softcare.de