



Press Release

German Newspaper live with K4 Publishing System Integration with Verlagsmanager and myCONTENT

Hamburg, Germany (November 7, 2005) -- German publishers Deutscher Verkehrs-Verlag (DVV), Hamburg, have moved their production of newspapers, magazines and electronic publications to SoftCare's K4 Publishing System, including its international trade newspaper for transportation and logistics DVZ Deutsche Logistik-Zeitung. At the same time, DVV integrated asset management system myCONTENT from picturesafe as well as commercial ad-booking system VM (Verlagsmanager) of muellerPrange GmbH & Co.KG with K4.

The installation replaces the production system from alfa Media Partner. "During the direct benchmarking process with its predecessor system at Deutscher Verkehrs-Verlag, K4 proved that it is a good fit for newspaper production", explains Andreas von Roth, Project manager at Deutscher Verkehrs-Verlag.

In early 2005, system integrator SNAP Innovation GmbH deployed K4 at DVV subsidiary De Lloyd in Antwerp, Belgium. Within only four weeks, production of a multilingual newspaper published three times a week was moved to K4. "Thanks to K4's open architecture, we were able to realize customer-specific integrations and add-ons within an exceptionally short period of time," says Paul Hörbelt, Sales director at SNAP. "Once again K4 has shown itself to be an outstandingly powerful and flexible editorial system."

The direct integration with Verlagmanager of muellerPrange, transferring ad-booking data to K4, facilitates cooperation and saves time in the daily exchange of information between ad department and editorial office. With the integration of asset management system myCONTENT from picturesafe into K4, De Lloyd has built a content repository that serves as archive and marketing platform for syndication at the same time.

"After only a few weeks, we were able to work faster and more efficiently with K4 than we used to work with the specialized newspaper production system of alfa Media Partner", says Heinrich Klotz, Head of Production at DVV.

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 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 from 10 to more than 250 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.

DVV selects K4

Newspaper Production with K4

Fast Implementation

Integrated Solution

Successful Implementation

About K4



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Deutscher Verkehrs-Verlag (DVV) was founded more than 60 years ago and is recognized as one of the most renowned specialized publishing houses. Most of the publications are market leaders in their respective segments. DVV's most important title is the newspaper DVZ Deutsche Logistik-Zeitung. In addition to logistics, DVV covers business sectors such as navy, shipbuilding, railway engineering, tourism and events. DVV publishes more than 30 trade publications, trade address and textbooks in Germany and abroad. Across Europe, the publishing group employs a total of around 250 people.

About Deutscher Verkehrs-Verlag

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

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 Wirtschaftspressen and Hubert Burda Media, Germany, and Zehnder, Switzerland.

About SoftCare

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