



FOR IMMEDIATE RELEASE

Northplains Launches LAYOUTS for NEXT Suite

Leading Digital Asset and Content Lifecycle Management Technology Suite Expands Modules to Include Web-Based Editing, Localization, and Translation Tool.

Toronto and New York, May 1, 2018 – [Northplains](#), the leading digital asset and content lifecycle management technology provider, is excited to announce the launch of their latest NEXT module 'LAYOUTS' at [Henry Stewart DAM NY 2018](#) in New York this week. LAYOUTS enables users to edit, localize and translate approved assets directly within the DAM to create files in virtually any format, resolution and for distribution across any digital or print channel.

“The demand for tools that support the ability to bring content to market faster is at an all-time high,” said Hassan Kotob, CEO, Northplains. “LAYOUTS technology is simple enough to be used by any member of the team while sufficiently limiting editing functionality to guarantee brand consistency and targeted, powerful localization - all from within the user's web browser.”

Northplains' LAYOUTS module enables users to:

- Rapidly share and distribute branded content for customization by account managers, partners, resellers, franchisees, etc. without the need for additional software licenses or specialized training;
- Increase campaign success through translation and localization by local language and cultural experts;
- Reduce overhead, automate repetitive tasks and meet more deadlines;
- Decrease reliance on skilled editors and production artists for an automatic lift in ROI.

Be sure to stop by booth 37 at [Henry Stewart DAM NY 2018](#) from May 3 to 4, 2018 to see LAYOUTS first hand, or visit www.northplains.com to schedule a demo.

About Northplains

Northplains is the industry leader in digital asset and content lifecycle management solutions. Headquartered in Toronto with offices in the US and Europe, Northplains' suite of SaaS and On-Premise digital asset management technologies assist users in working better, smarter - and faster - throughout the content lifecycle. Our award-winning technology streamlines production, enables single-click syndication and powers omnichannel deployment while improving internal collaboration, brand consistency, and ROI. For more information, please visit www.northplains.com