Adevărul, Romania, Signs for AdPortal and MarketPlace from Wave2

IFRA Expo 2010: Wave2 Media Solutions, Whitchurch, United Kingdom, has announced details of an order taken on day two of the IFRA Expo 2010 from leading Romanian newspaper, Adevărul. The contract will see Wave2 implement it's AdPortal, MarketPlace and Rich Media solutions, all supported by the powerful Wave2 Publishing Platform. The order represents the first for the new version 2 MarketPlace product which has been officially launched at the IFRA Expo.

AdPortal will be used by advertisers as a "self-service" platform to build, book and manage their own advertisements and campaigns. Adevarul's own sales staff will also use the system internally to book and manage ads on behalf of their customers. MarketPlace will be implemented as an online ad listing/directory offering with full search and alerts capability.

Come to the MarketPlace

IFRA marked the launch of version 2 MarketPlace, an online advertising web site and listings engine with full search capabilities. MarketPlace is an out-of-the-box solution which can be configured to support multiple categories of advertisement including motors, restaurants, private sales, notices, as well as many others. The product can also support a full range of ads, including listings, lineage, semi-display, and video content.

Innovative features in MarketPlace include an alerts capability, which allows users to create a "needs" request if their search has proved unsuccessful. This means that the system can then alert the customer if an item matching their request becomes available at some point in the future. Alerts can consist of an e-mail, an automated message, or even a Tweet.

MarketPlace integrates closely with Google Maps, Google Ads and links with Facebook, Twitter and Delicious. It will also interface with a wide range of advertisement sources including Wave2's own AdPortal. This latest release of MarketPlace extends its functionality to mobile devices providing many new services for both advertisers and users. Commenting

on the release of MarketPlace version 2, Chris Hodges, Managing Director of Wave2, said: "We can see the need for a powerful and advanced solution for the creation of an advertising web site. Within this environment, integration of social networking, online mapping, and mobile devices is now essential. We have a reputation for providing cost effective, innovative solutions and we believe that Market Place will be of value to a wide variety of publishers, content providers, and media companies."

About Adevărul

An original publication of this name was set up back in 1871. Meaning "the truth", the current publication bearing the Adevărul name was established in 1989, just days after the Romanian revolution took place. As of 2006, Adevărul became the property of Dinu Patriciu, a prominent Romanian businessman and politician. Head offices of the newspaper are in Bucharest.

About Wave2

Wave2 Media Solutions was formed in early 2004 specifically to develop a range of solutions for the automated generation of documents. With an impressive installed base around the world, Wave2's mission is to provide tools that will enable publishers and content providers to both save costs and to generate new revenue. Wave2's product range includes solutions for Self Service Advertising, Creative Automation, Sales Visuals, Online Marketing and Personalised Publishing.

Further Information

For further information on Wave2 and its products please e-mail **info@wav2.com** or visit the **www.wave2media.com** web site.

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For further information on **Wave2** please contact:

Russell J Hicks, **Genesis Marketing Services (Milton Keynes)**
29 Foxholes Close, Deanshanger
Northants MK19 6HA, UK
Tel: +44 (0)1908 260 662   Mobile: +44 (0)7885 852 428
e-mail: Russ.Hicks@Genesis-Marketing.com

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Adevărul (Romanian pronunciation: [adeˈvərul]; meaning "The Truth", formerly spelled **Adevĕrul**)