wave²

media solutions

See Wave2 at IFRA Expo, Hamburg, October 4 to 6

Wave2 Announces Version 5 of the Wave2 Publishing Platform

Wave2 Media Solutions, Whitchurch, United Kingdom, has announced the imminent release of a new version of its Wave2 Publishing Platform with a host of new features including a built-in video capability and support for Portal2 technology. The Publishing Platform software is at the heart of the company's automated solutions for self service advertising, production automation, sales visuals creation, automatic page assembly and personalised publishing.

The new Version 5 release will provide full video support allowing any user to easily construct a video ad, presentation, or story, via the same simple interface currently employed to create a print or online document. In addition, the Wave2 AdPortal and other iPublish products are enhanced to support the new Version 5 functions.

Version 5 will ship from August for new orders, and for upgrades to existing users. New features of the upgraded product will include:

- Video upload and format conversion
- Template driven video creation
- Enhanced rules engine for document resizing
- Support for InDesign CS5
- Enhanced layout mode for composite ads

Support for the new Portal2 architecture as defined by the Java standard JSR268 is included. This enables systems integrators and other third parties to seamlessly integrate the Wave2 products into their own web-based solutions. In addition, the Wave2 rules engine has been enhanced to provide even more sophisticated control over the layout of ads and pages.

For print and all online formats Version 5 will also be compatible with Adobe's new Creative Suite 5 applications. This includes support for InDesign Server CS5.

Chris Hodges, founder and Managing Director of Wave2 Media Solutions, comments: "We consider that the Wave2 applications and solutions are the most sophisticated and powerful in their field. We maintain this lead by listening to our customers and anticipating what they will need in the future. Support for online video is key to the future of self service advertising. Only two years ago, static jpeg and simple animated gif formats were popular for online advertising.

"In the space of one year Flash animations and interactive ads became the standard requirement. In the same way, online video ads and viral advertising using this format are going to be highly in demand.

"In addition, many of our customers are now looking to fully integrate their various web-based solutions through Portal technology. Being built upon a Java foundation, the Wave2 solutions have always been capable of integrating within a Portal architecture. With the introduction of the new Portal2 support, Wave2 is able to introduce a standard set of Portlets with which systems integrators can provide their own custom user experiences."

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 i-Publish range includes solutions for Self Service Advertising, Production Automation, Sales Visuals Creation, Automatic Page Assembly and Personalised Publishing.

Further Information

For further information on Wave2 and its products please e-mail **info@wav2.com** or visit the **www.wav2.com** web site. See Wave2 products in action at IFRA Expo, Hamburg, October 4th to 6th.

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