VYRE to partner with Wave2 Media Solutions

VYRE to provide easy and scalable print management solution as part of VYRE Unify

FOR IMMEDIATE RELEASE, 08 March 2010, London UK. VYRE Ltd, developer of award winning content management platform VYRE Unify, is pleased to announce a new strategic partnership with publishing software specialist Wave2 Media Solutions Ltd. The two companies have signed an OEM agreement for VYRE to license Wave2's core product, The Wave2 Publishing Platform, for integration within VYRE Unify.

The Wave2 Publishing Platform is a highly scalable and powerful rules engine for the automatic creation of any type of document from simple display ads through to highly creative layouts and complex multi page documents. It allows publishers, marketers and content providers to create their own advertising and marketing material whilst enabling them to both save costs and generate new revenue.

Chris Hodges, founder of Wave2, says. "We are very pleased to have formed this relationship with VYRE. The combination of the Wave2 Publishing Platform and the VYRE Unify product will create an unbeatable solution for anyone needing to implement a multimedia brand management service. From the very beginning of our discussions with VYRE, it was obvious to us that our respective products would be a perfect fit. They share the same architecture and technology, as well as complement each other perfectly in terms of functionality. As a result, the integration work is already very advanced"

VYRE is integrating The Wave2 Publishing Platform into its next release of VYRE Unify version 4.5.1 to provide its own automated creative functions. VYRE Unify 4.5.1 will be available in spring 2010.

Andy Peters, CEO of VYRE, explains: "Integrating this kind of technology into the VYRE Unify platform has been a part of the overall development strategy for a while, but finding the right partner and solution was key. We looked at more than 25 different partners before we decided on Wave2. In the end it had become increasingly clear that Wave2 stood out head and shoulders above the competition, for all sorts of reasons: the flexibility of the solution, the development environment, the attitude of Wave2 themselves and the understanding that they brought to the table of our needs and our clients' all being critical."

Andy continues: "We have had a number of clients express a need for this technology, and we are confident that, as an integrated component of VYRE Unify, we will be able to deliver

fast, efficient, high quality and highly cost effective solutions to our clients that will allow them to gain more control over the production of their marketing and other collateral. It will improve their speed to market, their overall production quality, their brand consistency, their bottom line and ease their workload. We are delighted to be working with Wave2."

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About VYRE Ltd

VYRE Unify is a Content Management platform designed to automate the digital marketing supply chain.

VYRE's single platform approach provides a range of solution options and unifies the worlds of content management, digital asset management and marketing resource management.

The unified platform increases process efficiency and eradicates content silos, helping to drive down costs and deliver a quicker time to market for products and services.

In support of the Unify solutions VYRE provides a full service offer that includes creative design, requirement analysis, project management, change management, support and hosting.

VYRE clients include: Diageo PLC, Nokia PLC, Virgin Holidays, Inghams, Oasis Community Learning, Queens University Belfast, ESPN Star Sports, The Society of London Theatre, Blink Productions, Cambridge University Press, The AAT and IMG Media Group.

More information on VYRE Ltd, their customers and content management solution is available at www.vyre.com

About VYRE Unify: version 4.5

At the end of 2009 VYRE released VYRE Unify: version 4.5, a new major version of its content management platform; delivering the latest Portlet Standards 2.0, WebDAV support, a drag and drop Adobe Air upload tool and a wide range of performance improvements, including additional caching and improved LDAP support.

About Wave2

Wave2 Media Solutions was formed in early 2004 specifically to develop a range of solutions for the automated generation of documents. Wave2's mission is to provide tools that will

enable marketers, publishers, and content providers to both save costs and to generate new revenue.

To this end, the company has developed a highly scaleable and powerful rules engine, capable of automatically building promotional and other material. These may be anything from simple print advertisements or documents through to online animations and video. The Wave2 rules engine combined with Adobe's InDesign Server, forms the heart of the Wave2 Publishing Platform (W2PP). This base product provides the foundation for the Wave2 range of packaged solutions.

The Wave2 Publishing Platform is in use by various publishers and marketing communications companies around the world. In addition, the W2PP is licensed by Wave2 to a number of leading systems vendors who incorporate Wave2's technology as part of their own solutions.

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

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