Trinity Mirror Regionals Add Wave2

May 2007 – Trinity Mirror has announced that it has embarked on a business change programme to upgrade advertisement production across its Regional Division. The programme takes advantage of the latest advancements in ad make-up software, as providing by the Wave2 Apollo product, in conjunction with the larger internet bandwidths available to the business.

Working with software partners Wave2 and their Apollo suite of software, Trinity Mirror's regional businesses are aiming to significantly improve the service given to its print and internet customers, bringing them closer to the company's production centres and print times. Cardiff will be the first of the company's Regional Division offices to go live with the Wave2 Apollo product before the end of April. Other offices are expected to follow soon after.

Commenting on the benefits of the programme, Gary Tamplin, who has been instrumental in the installation of the Apollo software in Cardiff, said: "Some of the biggest benefits to customers and to Trinity Mirror as we roll out and develop the Apollo systems include a faster response to customer needs with regard to studio visuals, and the online availability of templates, visuals, finished advertising and proofs. Apollo allows for a much more dynamic approach to the production of advertising materials, and also provides for cost effective advert production. One of our aims is to be able to offer later deadlines to key customer accounts."

Wave2's Apollo software product lies at the heart of the new programme, providing sophisticated levels of automation to advertisement make-up based on an internal rules engine. It allows users to input their own copy and images, and see an automatic preview of the ad on screen. The design of the advertisement is governed by rules created by designers at the newspaper house. The system works in association with Adobe In-Design Server.

"As we grow the system it will give us instant access to current and previous advertising," added Colin Davies, IT and Operations Director, Regionals Division. "As we move forward we aim to give our advertisers a number of different options when placing advertising with us, while giving them the fastest possible turnaround to benefit their own businesses."

Commenting on the installation on behalf of Wave2, Rob Parsons, National Sales Manager, said: "The first phase of the Trinity Mirror installation is focused on Apollo as a production tool. The software is able to provide fast and accurate make-up of display ads for regional publications from just a straight text input. Subsequent phases will extend the Wave2 system to provide a range of online services and also sales tools. Trinity Mirror have recognised both the cost saving and the revenue generation opportunities that are offered by our technology."

Trinity Mirror Regionals, operates six divisions, supported by Amra, a media sales publishing morning, evening and Sunday newspapers, plus a host of free and paid-for weekly titles. These newspapers are strong, often market-leading brands which sit at the heart of the communities they serve. The portfolio includes the top performing British morning title and two of the top five, in addition to five of the top 20 best-performing British Evening titles in the >50k sector.

About Wave2 Products

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 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 documents. These may be anything from simple display ads through to complex multi page documents. 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 a number of packaged solutions. The first installations of Wave2 solutions took place a year after formation in January 2005 and the company now has an impressive list of customers both in the UK and overseas.

The packaged solutions now available include products for Self Service Advertising, Production Automation, Sales Visuals Creation, Automatic Page Assembly and Personalised Publishing.

With offices in Aylesbury, Buckinghamshire, in the UK and Waltham near Boston MA in the USA, Wave2 sells its solutions both directly and through various partners around the world. It also licences the Wave2 Publishing Platform to other software vendors who integrate the technology with their own solutions.

Further Information

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

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Press Information

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