EasyBuild

Dynamic publishing for corporate brand management

wave²
media solutions

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Dynamic publishing and production streamlining

EasyBuild is one of the world's leading solutions for creating custom-built advertising campaigns, promotional material and corporate collateral for both print and digital media.

Used by some of the world's largest corporate organisations, publishers and advertising agencies, EasyBuild allows companies to fully manage the creative process and maintain rigorous control over all aspects of their corporate messaging and brand identity whilst saving cost, simplifying workflows, and providing the ability to produce new creative material on demand.

Key features of the solution include:

Production on-demand for various media and sales channels including web-to-print

Artwork adaptation and automatic re-sizing for different print & digital formats

Full personalisation capability, including localisation and translation of collateral

Multi-media (video, HTML5, PDF etc) and cross-platform (digital, mobile and print)

Enhanced text editing tool for interactive formatting

Process control for local printing of collateral as well as internal distribution

Based on Adobe technology

Integration with 3rd party DAM, MRM and approval workflow systems

What EasyBuild
will do for you

EasyBuild supports both the creative and production process within a single solution. Straightforward to use, no design or creative skills are necessary allowing marketing and sales teams to develop high quality creative content with ease, and providing powerful cost saving production tools.

The user simply specifies the type of creative they wish to build and selects suitable designs, images and copy. The intuitive graphical interface then allows the user to edit text, images and layout before the Wave2 engine automatically creates a visually perfect result. It represents state-of-the-art dynamic publishing.

A key benefit of EasyBuild is that it allows companies to maintain ownership over the entire creative process and ensure adherence to brand guidelines. Other major advantages include the streamlining of the graphic design process; lowering of internal studio production costs; and production on-demand of promotional materials (from basic labels to sophisticated sales sheets and multi-page flyers).

If you are a publisher, corporate brand or advertising agency looking to find an innovative and cost effective way of automating the creative process, EasyBuild is the perfect dynamic publishing solution.

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