

# INPRINT **press**release

No 05/08 - 1/3  
Dubai, 2008-02-03

## **Express Newspaper, one of the UK's largest newspaper companies, selects Woodwing**

**WoodWing Software has been selected by the UK publisher Express Newspapers to supply a 700-seat installation of Smart Connection Enterprise as the editorial platform for the Daily Express, the Daily Star, Ok! Magazine and several other publications.**

With an average daily sale approaching two million copies, Express Newspapers is one of the largest newspaper publishing companies in the UK. After carefully evaluating the main suppliers of editorial solutions, the company decided to replace its existing QPS system with WoodWing's Smart Connection Enterprise. At 700 seats, this is one of the larger members of the WoodWing family.

Smart Connection Enterprise fit the company's needs for an editorial system that is flexible and scalable. Also, for the Express one of the main selection criteria was Web and multi-media support. WoodWing's blended media approach offered the required multi-channel publishing capabilities. Altogether, Smart Connection Enterprise was best suited to meet the ever-changing demands of the modern publisher.

"We are convinced the WoodWing system will give us the kind of performance we are looking for," said Steve Draper, IT Director at the Express. "It is a young, forward-looking company which will work with us and our integrator Media Systems to deliver a system tailored to our needs. The flexible and open nature of the system was a key factor in the decision."

"This is one of the largest and most successful publishing companies in the UK," said Jeroen Sonnemans, WoodWing Europe's Managing Director. "Their decision-making process was very thorough. The scale of the operation in terms of user numbers and multiplicity of sites dictated the need for an open, highly configurable yet robust solution; they knew precisely what they needed. Smart Connection Enterprise proves to be unbeatable in such cases."

Media Systems Limited secured the contract, which combines Smart Connection Enterprise with Net Publish Enterprise, a content archiving solution from dutchsoftware.com, and a wire copy management system from FingerPost.

Dynagraph traces its roots back to the 1970s. Dynagraph is at the cutting edge of transfer of printing technology.

Dynagraph for Printing Industry Ilc, Dubai serves as a regional hub, operating from the commercial capital of the United Arab Emirates to coordinate all activity in the Gulf.

Dynagraph for Printing Industry Sal (Offshore) and Dynagraph Lebanon sal cover the near eastern markets.

Dynagraph is a small to medium size business with 90 employees.

Dynagraph aims for a balanced product mix between supplies, pre-press, press, after press, converting, consumables and services

In prepress with both standard and bespoke hard and software solutions from DTP to high-end systems Dynagraph deals with manufacturers such as Fujifilm Graphic Arts or DuPont.

In press, sheet and webfed MAN Roland is Dynagraph's partner provides a wide range of highly developed presses and services, whether in commercial, packaging or publishing printing.

In after press, our partners in this sector are leading manufacturers like Kolbus, MBO, Schneider\_Senator, Theisen & Bonitz, and others.

Kolbus offers the most extensive machine range in the industry. Hardcover as well as adhesive bound products such as catalogues, magazines, schoolbooks, paperbacks, and a variety of other products.

For special types of projects for the packaging and converting industry, Dynagraph works together with world leading manufacturers and foremost suppliers of products for solid board, corrugated board and flexible packaging industries e.g. Mark Andy, Winkler+Dünnebier,

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WoodWing's offering for newspapers differs from traditional editorial solutions because WoodWing solutions have been engineered from the ground up, utilizing the latest technologies offered by the Internet age. Newspaper experience that goes back more than 20 years, combined with the latest technologies, has led to a powerful editorial system with a core based on XML and open technology.

### **Smart Connection Enterprise (Enterprise)**

Smart Connection Enterprise shortens production cycles, pushes back deadlines, and keeps the process in full control. From wire feeds to display ads, all the components are managed in the database. Images are fully integrated with thumbnail views to allow for quick image selection. Drag-and-drop places stories, photos, and ads onto the page.

With the exact write-to-fit features of InCopy, multiple users can work on the copy of a single page with real-time copy-fit information and page previews. The use of native XML for article storage allows for instant Web publishing.

Scalability, robust operation and best-in-class economics has made Enterprise the choice for newspapers in Europe, North America and Latin America, from small tabloid dailies up to multi-section broadsheet metros. The consistent use of Web protocols and Web standards means Enterprise offers particular utility for simultaneous print and electronic publishing, and for supporting multiple distant regional editions from a single hub.

### **On October 5th, 2007, WoodWing has released its latest version of Smart Connections Enterprise, version 5.0.**

This version will pave the way for the future of publishing with the introduction of the 'blended media' approach, allowing different media channels to be directed from one central environment.

Among the new features are:

**Adobe CS3 Support.** Enterprise now offers full support for Adobe InDesign CS3 and InCopy CS3, Photoshop CS3 and Illustrator CS3, all tightly integrated.

**Multi-media packaging.** A new feature called 'Dossiers' allows the user to package together all items — articles, images, video and audio — related to a single story, while maintaining an individual workflow for each of these items.

**Editing enhancements.** Enterprise's popular Web Editor is now even more streamlined, with an automatic save-and-recovery feature and a larger work area among the many enhancements. InCopy has been Web-enabled, with the ability to create and manage hyperlinks.

**Smart Links.** A new Smart Links feature eliminates the problems caused by working with high-res images in InDesign over a slow network connection or the web. Large images files will only be transmitted when absolutely

necessary. By default, only the InDesign preview will be used when working on a page.

**Pagination per edition.** It's now a snap for users to vary the page numbering on a per-edition basis. Simply changing the viewed edition in InDesign will update the page numbering.

**Other enhancements.** Enterprise 5.0 also features improved licensing, better management of editions, access rights on meta data, additional queries options and many other improvements.

*(Ref. Woodwing)*

*For more information about Woodwing and its product range kindly contact your local Dynagraph partner*