

Press Release

dataplan's JournalDesigner Fully Integrated With WoodWing's Content Station

WoodWing's editorial content management tool Content Station 7.1 enables third-party developers to create plug-ins for the application. dataplan utilized the new scope for the integration of their issue planning solution JournalDesigner.

Hamburg, Germany (July 21, 2010) – dataplan, well-established provider of software for the planning of print publications and WoodWing Software, a leading supplier of innovative cross-media publishing solutions, announced today that dataplan is now providing its flagship product JournalDesigner as a plug-in for WoodWing's Content Station. The issue-planning solution is directly accessible through the Applications pane in Content Station.

Content Station is part of Enterprise, WoodWing's cross-media publishing system. Content Station has been designed to help editorial, layout and production teams plan, create, manage and publish all types of media content, whatever the file format or publication channel. Version 7.1 of Content Station has been available since May 2010 and enables third-party developers to create plug-ins for the application. dataplan is the first WoodWing Technology Partner to fully exploit this new opportunity.

JournalDesigner is a powerful solution for the planning of print publications. When planning the content of an issue, it takes into account important elements, such as ad-customer requirements (exclusion of competitive ads, surrounding editorial, etc.), and technical specifications (coupons, stickers, color schemes, etc.) as well as editorial preferences. These factors are brought together and evaluated as an issue moves through the planning stages and is brought to press.

"Our objective is to ensure that all our customers using both Enterprise and JournalDesigner can further improve their editorial production workflow and benefit from most advanced technology. For all WoodWing users who don't use a flat-planning system yet, it's a safe investment. JournalDesigner is a very innovative and easy-to-use solution for creating maps for magazines," said Dr. Wolfgang Zetsche, CEO of dataplan, headquartered in Germany.

In addition to JournalDesigner, dataplan integrated JournalBrowser and ReservationDesigner with Content Station. JournalBrowser presents the page structures of a magazine that has been created in JournalDesigner and prepares them for viewing in a browser. In this way, the structure of an issue is immediately accessible in Intranets and on the Internet to all authorized employees. ReservationDesigner complements ad-booking systems by accepting ad bookings for future issues, accepting and checking booking deadlines, and much more.

"We are very happy with dataplan's achievement to make their issue planning solution available directly from within Content Station. This is an excellent example of our best-of-breed approach for publishing systems. We already got very positive feedback from our customers, and we encourage all our technology partners to pursue integration of their solutions and technologies with Content Station", said Erik Schut, President of WoodWing Software.

Consistent user-interface beneficial for publishers

Content Station is based on Adobe Flex technology, allowing for a very high degree of flexibility, integration and extensibility. A large number of external systems like solutions for media asset management, archives, social media, wire feeds, etc., are already accessible directly from within Content Station, making the application the central hub for editorial and layout teams. As a result of the tight integration with dataplan's issue-planning solution, users will be able to quickly find their way around in the issue-planning application too. For publishers, the consistent user-interface will automatically lead to easy acceptance of new functionality, and on top of that, will save time because there is no need to switch between applications anymore.

Content Station offers cross-platform support and is available as a desktop application as well as a Web client.

Additional information about Content Station can be found at www.woodwing.com/en/enterprise-publishing-system/content-station. More information about dataplan's JournalDesigner is available at www.dataplan.de/en.

About dataplan

Founded in Hamburg, Germany, in 1983, dataplan is focused on production and planning software for a variety of industries. Its customer base is the publishing industry. Especially for publishing houses, dataplan offers a range of software solutions – the JournalSuite with JournalDesigner, JournalProducer, JournalBrowser – that have provided tremendous benefits in both operating performance and magazine product quality. dataplan is a totally independent software developer with hundreds of magazines in many different countries currently using its software, including the most prestigious and sophisticated magazines published. The key objective of dataplan is to provide the perfect solution for each individual client. This is what made dataplan increasingly successful.

Press Release

About WoodWing

WoodWing creates the most progressive solutions available on the market for the production of print and online publications. Rapid growth worldwide and success across the full spectrum of small to large publishers demonstrate that WoodWing markets the best tools for the best price.

WoodWing Software is located in Zaandam, The Netherlands, and has regional sales companies for Europe, the USA, Asia-Pacific, and Latin America. Customers are served through select partners. For more information, please visit www.woodwing.com.

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