

## WoodWing CEO Roel-Jan Mouw speaks at Digital Publishing Innovation Summit

Detroit, MI (November 27, 2014) – [WoodWing Software](#), a digital publishing pioneer, is sponsoring the [Digital Publishing Innovation Summit](#) in San Francisco on December 10-11. WoodWing CEO Roel-Jan Mouw will give a keynote presentation titled “Digital Publishing Drumbeat, the Complementary Nature of Digital Publishing.” Mouw will also host a roundtable discussion covering key aspects of digital publishing. WoodWing is offering a 20% discount on the registration fee; the voucher code can be requested by e-mail at [events@woodwing.com](mailto:events@woodwing.com). The event can be followed on Twitter at @IE\_Digital.

The Digital Publishing Innovation Summit has developed a reputation as the most important event for digital publishers in North America. This year, the summit will feature presentations by more than 25 top digital publishing strategists in the world, including Mashable, National Geographic, The Economist, Houghton Mifflin Harcourt, Bonnier, Forbes, The Associated Press and many more. The event is also the perfect platform to meet with peers.

In his presentation, WoodWing CEO Roel-Jan Mouw will speak about the role and relevance of digital publishing. “Digital channels have their own unique attributes to drive brand awareness and consumer engagement,” Mouw said. “Digital publishing supports the ongoing brand management of magazine, newspaper, corporate, and book publishers and provides innovative opportunities to monetize content and to drive business. WoodWing is a leading player in the digital publishing field. With our extensive technical and strategic know-how, we help publishers worldwide to explore the business opportunities offered by efficient and effective digital publishing.”

The roundtable discussion hosted by Mouw will shed light on important aspects of digital publishing, including its opportunities and challenges, what lessons have been learned so far, the evaluation of digital publishing success, as well as the influence of big data and data key points on personalized content and targeted marketing.

A large number of U.S. publishers, including Time Inc., Meredith, Hearst Magazines and many more, rely on WoodWing’s solutions to create and manage their content for various digital channels and devices. With the recently established [WoodWing Digital Services](#) division, the company supports publishers with consulting, development and outsourcing services in the creation of fully optimized and interactive digital editions for tablets, phablets and smartphones in a cost-efficient manner.

### About WoodWing Software

WoodWing Software develops and markets a premier, cost-efficient multi-channel publishing system, Enterprise, and the next-generation digital asset management system, Elvis DAM. WoodWing’s solutions are aimed at magazine and newspaper publishers, corporate publishers, agencies and marketing departments to reach their goals for quality, economy and time-to-market.

WoodWing’s publishing system Enterprise – including the editorial management application Content Station – coordinates and streamlines the process of creating, managing and publishing static, dynamic and interactive content for all media channels – print, Web, social, smartphones and tablets. Elvis DAM enables users to securely store and efficiently manage the increasing collection of rich-media files.

WoodWing Software, founded in the year 2000, has its headquarters in Zaandam, The Netherlands, and has regional sales offices in Europe, the Americas and Asia Pacific. Customers are served locally by over 80 selected partners in more than 100 countries. WoodWing’s long-standing relationship with Adobe as a Technology Partner and its close cooperation with a large number of other technology vendors worldwide, confirm WoodWing’s position as one of the leading suppliers of publishing software. WoodWing is a privately owned company, with all founders actively engaged. Additional information regarding WoodWing’s products and services can be found at [www.woodwing.com](http://www.woodwing.com).

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