

Media Release

Renowned WoodWing Xperience Conference arrives in New York City

On September 10, WoodWing's Xperience Conference, renowned as a knowledge hub and friendly meeting place for publishing and marketing professionals, arrives in New York City. Under the theme "Reach your Audience," the free half-day event will present selected strategic content from WoodWing's main Xperience event, which took place in Lisbon in mid-June. All information about the WoodWing Xperience NYC 2014 is available at www.woodwing.com/en/events/new-york-xperience-2014, including impressions and visitor quotes from the event in Lisbon.

Detroit, Michigan (August 13, 2014) – Participants in the free event taking place at the Time Life Building will get on track with industry trends as well as the latest in technology, helping them to master the challenges publishers and marketers are facing. Leveraging the lessons from the Xperience, the attendees can draw out a roadmap for the future on how to further build their brands. The conference is also a great opportunity to network with peers and to learn about WoodWing solutions for [multi-channel publishing](#) and [digital asset management](#). Visitors have also the opportunity to schedule personal meetings with WoodWing executives.

In addition to WoodWing CEO Roel-Jan Mouw and Dennis van Nooij, Vice President Products at WoodWing, the preliminary lineup includes [Mr. Magazine™](#) - Dr. Samir Husni and Joe Zeff, Vice President and Executive Creative Director of [ScrollMotion](#). Husni will give the inspiring and entertaining presentation "Free yourself from the platform, Xperience your audience outside the cocoon," which was very well received in Lisbon. Zeff, a thought leader in digital publishing, will explain what publishers can learn from businesses, and vice versa.

"When it comes to the further development of their business models and communication strategies, publishers and brands alike are facing major challenges," said Shawn Duffy, Managing Director WoodWing The Americas. "Publishers have to find new ways to monetize their content, to improve efficiency and to create new business opportunities. Brands need to implement strategies to reach their target audiences through a variety of channels and corresponding to the point of contact. With the Xperience, we're looking to support them to make the right decisions and to help them avoid common pitfalls. At the same time, it's an unparalleled opportunity to meet peers and share experiences and information."

The Xperience is WoodWing's biennial event for publishing and marketing professionals interested in multi-channel publishing, content marketing and digital asset management. For the first time, WoodWing is offering a regional offshoot of the main event, enabling publishers and marketers to benefit from selected content in their region.

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.

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