

Media Release

New version 9.5 of WoodWing Enterprise simplifies reuse of online content in print

With the new version 9.5 of its [multi-channel publishing](#) system Enterprise, WoodWing Software continues to tear down the barriers between the online and print worlds. Enterprise 9.5 simplifies reusing online content in print, enabling users to tailor their stories to channel specific requirements. The new version also offers significant performance improvements, enhanced support of remote contributors as well as compatibility with latest operating and third-party systems, including Drupal 8.

Zaandam, The Netherlands, (February 5, 2015) – In a multi-channel publishing or communications workflow, the same story is used in multiple publication channels. However, each channel has its own rules and restrictions, such as text formatting, writing style, article length, image quality and more. For example, an article published on the Web cannot be reused in print or for tablets without appropriate adaption to the specific requirements of print and tablet layouts.

In [Content Station](#) 9.5, the editorial management application of Enterprise, the online content can be easily repurposed when creating a new article for print. A complete online story can be dragged and dropped onto an InDesign template with object styles applied. As a result, the entire story will automatically be formatted during placement, based on the various components in the story, such as header, body, caption and so forth – a huge time-saver when publishers repurpose existing content. These features leverage both WoodWing's [Smart Connection plug-in for InDesign](#) and the Publish Forms of Content Station.

Once the article is created, its title can be re-written in the style of the print publication, the length of the body text can be adjusted to ensure copy fit, and additional article components and high-resolution images can be added as needed. The content of the Web story remains untouched.

WoodWing always strives to enable its customers access to the latest systems and technologies. Enterprise 9.5 already supports Drupal 8, which is currently available only as a beta version. In addition to PHP 5.4, Enterprise now supports PHP 5.5, and the Smart Connection plug-in now is compatible with the Adobe CC 2014.

"Although online first is widely accepted among magazine and newspaper publishers, print is still the cash cow for many of them," said Roel-Jan Mouw, CEO of WoodWing Software. "With the new version of Enterprise, we help them to easily reuse online stories in print, enabling publishers to significantly increase editorial efficiency and maximize monetization of content."

Better support of remote editors

External users of any editorial system, who work at remote locations and are connected through a slow connection, can suffer from reduced performance when working on large articles. To increase speed, Enterprise 9.5 now enables articles to be automatically compressed and decompressed during transmission in a fully transparent manner. Files can then be compressed to 10% of their original size.

Improved support of Asian and Arabic languages

Enterprise continues to improve support for Asian and Arabic languages. Content Station 9.5 now supports Malayalam, a language spoken by more than 30 million people in India. Fonts for this language work differently than any custom-installed font and require specific support to work properly. Content Station also offers enhanced support of "right to left" languages – as an example, in this version, the keyboard navigation by the arrow keys is also reversed.

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.

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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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