

## Media Release

**WoodWing Software integrates Elvis DAM with TruEdit and vjoon K4**

Detroit, MI / Amsterdam, The Netherlands (March 31, 2015) – [WoodWing](#) announced today that its [digital asset management](#) solution, Elvis DAM, can now be integrated with either MEI's cloud-based workflow solution TruEdit™ or the cross-media publishing platform vjoon K4®. The new integration enables content creators using one of these systems to significantly increase the efficiency of their production processes. According to WoodWing, integrations with other systems are essential to increase the ROI of digital asset management.

Customers who use TruEdit or vjoon K4 as their editorial workflow solution can now have access to Elvis DAM's comprehensive asset management capabilities right from within their workflow. With Elvis DAM's support for up to a billion files to be managed, searched and shared, the integration helps customers to locate and use their digital assets immediately, allowing for work to be done much more efficiently.

Elvis DAM, TruEdit and vjoon K4 have a proven reputation of being integral to print and digital publishing processes. This new integration enables seamless connectivity between the solutions allowing for assets managed in Elvis DAM to be used in TruEdit or vjoon K4 projects, while retaining the link to the asset within the DAM. Just as important is the end-of-workflow archiving, which is enhanced through the delivery of the assets of finalized projects along with their rights-management information and other metadata to WoodWing Elvis DAM for future repurposing for additional projects and channels.

"We're excited that users of TruEdit and vjoon K4 will be able to take advantage of the rich feature set in Elvis and incorporate it tightly with their work-in-progress workflow," said Brett Kizner, MEI's director of product management. "TruEdit and vjoon K4 users now have a compelling solution to integrate two key parts of the content development lifecycle."

"Integrations with other solutions including CRM, CMS, PIM, creative applications such as the Adobe Creative Suite, and publishing systems including our own solution Enterprise and now TruEdit and vjoon K4 are crucial when it comes to exploit the ROI of digital asset management," said Roel-Jan Mouw, CEO of WoodWing Software. "According to our best-of-breed approach and leveraging the open architecture and the versatile API of Elvis DAM, we will offer a variety of integrations with 3rd party solutions in the fields of publishing, content marketing and marketing automation."

On its Web site, WoodWing offers a white paper "[Building a Business Case for Digital Asset Management](#)", which also covers the relevance of integrations.

In November 2014, WoodWing announced that they established a partnership with MEI to market Elvis DAM in North America, allowing their software to expand its presence in the United States and Canada. MEI developed TruEdit as a workflow solution for customers who use Adobe InDesign, Microsoft Word, the Digital Publishing Suite and other industry-leading tools.

**About MEI**

Managing Editor Inc., an Adobe premier development partner, specializes in quality, proven publishing solutions. MEI provides tools that manage content for any output medium — print, online, tablets such as the iPad, mobile devices such as the iPhone and other digital formats. Visit MEI at [www.maned.com](http://www.maned.com) for more information or contact us at [info@maned.com](mailto:info@maned.com).

**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.

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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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