



# Any Channel

Software for efficient publishing



**WoodWing Europe**  
Zaandam, The Netherlands  
Tel +31 75 61 43 400  
info@woodwing.com

**WoodWing USA**  
Detroit, Michigan USA  
Tel +1 313 962 0542  
usa@woodwing.com

**WoodWing Asia Pacific**  
Kuala Lumpur, Malaysia  
Tel +60 3 8320 1839  
asiapacific@woodwing.com

**WoodWing Latin America**  
Monterrey NL, Mexico  
Tel +52 1 81 88345 8927  
latinam@woodwing.com

©2011 WoodWing Software. WoodWing Software reserves the right to change at any time, without notice, the products, features and functionality described in this document.





## Print

For many years, publishers worldwide have been relying on WoodWing for their daily print publications, as we are the no.1 in publishing software industry.

## Web

Publish images, videos and text for the Web entirely automatically. Our software has a tight intergration with Drupal and several other Web content management systems.

## Social

Content can be sent directly from our publishing system to an ever-increasing number of social platforms, such as YouTube, Flickr, Facebook and Twitter.

## E-mail

Your input can be easily published to e-mail management tools. Immediately you can publish to a contact list complete with tracking and statistiscs.

## Mobile

Publishing to mobile devices is a breeze, thanks to WoodWing's modular and easily expandable architecture, which also supports publishing to mobile newsreaders.

## Tablets

Easily publish your content to various tablet devices. Our advanced creation tools were specifically designed to make tablet publishing with InDesign a snap.

### Software to efficiently publish to any channel

As a publisher, you know that with each passing day, your readers' behavior is changing. People seek information and entertainment by visiting Web sites, joining social media communities, and downloading apps for their mobile devices. These developments are profoundly changing the publishing industry and your audience expects you to be available on any channel at any time.

### Multiple challenges, one powerful solution

WoodWing has a clear vision of the new style of publishing. That's why we built a publishing system which allows you to effectively publish to any channel at any time – print, Web, mobile or tablets. And the best part is that you can achieve all of this using your current skills and existing infrastructure.

### Tablet Publishing

Easily create interactive content for the various tablet devices available, using our advanced creation tools in InDesign. No programming skills are required and there's hardly any learning curve! You can connect our Tablet Publishing Solution to your current editorial system, or use it for all your online and offline publishing needs.

“Leading the way in publishing technology is what drives us”

### About WoodWing

With many years of experience in the publishing industry, WoodWing knows where your business challenges lie. We have been addressing these challenges effectively, resulting in a rapidly expanding worldwide customer base. Publishing organizations of all sizes have recognized that WoodWing makes the most progressive solutions available on the market, providing them with 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.

**Check [woodwing.com](http://woodwing.com) or visit us at one of our events and experience first hand how we can address your multi-channel publishing challenges.**

### Strong business case

Whether your business is producing newspapers, magazines, books, annual reports, marketing collateral or online content, our software will help to lower your costs and increase the quality and versatility of your communication. Data loss and human mistakes are things of the past, and repetitive tasks are automated. You can benefit from versioning, first-class security and working effortlessly parallel. The SOLR search engine quickly helps you find any asset and at the same time you can monitor the progress of all your publications in real-time.

### Future proof

WoodWing has been the industry leader in publishing to tablet devices since day one. We are always on top of new developments, allowing our users to adopt new technologies at an early stage. Leading the way in publishing technology is what drives us.

WoodWing's efficient publishing solution helps you to stay ahead of competition and keeps you on top of the needs of your readers and advertisers. That's why so many publishers already rely on WoodWing for their multi-channel publishing needs.

### Some of our customers

- ↘ Axel Springer
- ↘ Time Inc.
- ↘ Ringier AG
- ↘ American Express Publishing
- ↘ Gruner+Jahr
- ↘ Mainichi Newspaper Company
- ↘ Standard Life
- ↘ Times Newspapers Limited
- ↘ Hachette Filipacchi Media
- ↘ South China Morning Post
- ↘ Sanoma Magazines
- ↘ DuMont Net GmbH & Co. KG
- ↘ Express Newspapers
- ↘ Pacific Magazines
- ↘ United Nations
- ↘ Abril
- ↘ Allianz

