

German Publisher Axel Springer Chooses Smart Connection Enterprise

Date: 07-14-2006 02:28 PM CET

Category: [Media & Telecommunications](#)

Press release from: [WoodWing Software](#)

ZAANDAM, THE NETHERLANDS (July 14, 2006) — One of the largest publishing companies in Germany has decided to install WoodWing Software's™ industry-leading Smart Connection Enterprise™ editorial solution at some of its top magazines.

Axel Springer™ will begin this month using Smart Connection Enterprise to publish the magazines Computer Bild™, Computer Bild Spiele™ and AudioVideoFoto Bild™, expecting the installation to be completed by October.

“We’re thrilled to have Axel Springer as a WoodWing client,” said Jeroen Sonnemans, Managing Director of WoodWing Europe™.

“When the people at Axel Springer explained to us what they were looking for, we knew that Smart Connection Enterprise would be a perfect fit,” said Urs Felber, Managing Director of A&F. “It’s such a powerful and versatile editorial system, and we’re confident that it will improve their workflow and make their jobs easier.”

Axel Springer’s publications join an international roster of Smart Connection Enterprise customers that continues to grow. Sonnemans said there are now publishers in 16 countries and five continents using Smart Connection Enterprise. There are close to 200 companies using the Smart Connection Enterprise editorial system, making it one of the most-installed editorial solutions in the world. Smart Connection Enterprise is available in English, Dutch, French, German, Italian, Japanese, Portuguese and Spanish versions.

“There are publishers of all sizes and types around the world using Smart Connection Enterprise — magazines, newspapers, books and other companies,” Sonnemans said. “Publishers have discovered that if you’re using InDesign®, Smart Connection Enterprise is the right choice.”

Contact:

Patricia Borghaerts

pr@woodwing.com

Since 1997, WoodWing Software engineers have worked with the Adobe InDesign engineering team to develop plug-ins and solutions for Adobe InDesign and InCopy. Through a combination of publishing industry experience and a deep knowledge of the Adobe InDesign/InCopy architecture, WoodWing Software offers solutions, productivity tools and plug-ins that make publishing with these programs faster, easier and much more effective.

WoodWing Software
Ronde Tocht 1d
1507 CC Zaandam
The Netherlands

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