

MEI to Showcase Industry-Leading Solutions at Publishing Business Expo

Date: 03-09-2010 10:08 AM CET

Category: [IT, New Media & Software](#)

Press release from: [Managing Editor Inc.](#)

Jenkintown, PA (March 8, 2010) — Managing Editor Inc. (MEI), an Adobe premier development partner and a leading provider of software solutions for the publishing industry, will be showcasing its industry-leading technology at the Publishing Business Conference and Expo, March 8-10 at the Marriott Marquis Times Square in New York City. Event-goers can find MEI in Booth 305.

MEI will be featuring Version 6.1 of the vjoon K4 Cross-Media Publishing Platform. Representatives will be demonstrating several new features in K4, the world's most popular editorial workflow solution integrating Adobe InDesign and InCopy. Highlights include streamlined multi-channel output, a revolutionary task-based workflow model, Sticky Notes, Designs and more.

“Publishers may have already heard about the innovative features in K4 Version 6.1, but this conference gives anyone a chance to really see and understand how the system works,” said Linda Bruce, vice president of enterprise sales at MEI. “We’re always excited to demonstrate how our solutions can optimize production workflows with new opportunities for savings.”

Attendees will also have the opportunity to discuss strategies for implementing InPorter 2.0, MEI's powerful add-on module for K4. Designed to automate the process of moving content into K4, the newest version of InPorter includes support for reading Adobe's Extensible Metadata Platform (XMP) content embedded in files being “InPorted” into the workflow.

Held annually since 1997, the Publishing Business Conference and Expo showcases the latest innovations, products and services in the publishing industry. In addition to an exhibit hall hosting suppliers from across the globe, the three-day event offers dozens of scheduled sessions geared toward book and magazine publishing executives. This year's conference features a keynote address from Steve Forbes.

Attendees can stop by Booth 305 for demos and more information regarding K4, InPorter and MEI's other layout solutions designed to help publishers save time, work more efficiently and increase their bottom line. For a free exhibit hall pass courtesy of MEI, visit www.maned.com/pdf/pub-expo-pass.pdf. For more information on the Publishing Business Conference and Expo, visit www.publishingbusiness.com.

About MEI

Managing Editor Inc. is an industry leader in the development of quality, proven software solutions for the evolving publishing industry. The Page Director® Series of Advertising and Classified Layout Systems, K4 Cross-Media Publishing Platform, Integrated Production Suite (IPS) and IPS AdTrac deliver automated pagination, workflow and digital asset management solutions to magazine, book and newspaper publishers, as well as to other print and electronic publishing markets. MEI is an Adobe premier development partner and has twice been named a laureate of the Computerworld Smithsonian Collections. Additional information regarding MEI's products and services can be found on the company's Web site at www.maned.com.

Managing Editor Inc.
610 Old York Road
Suite 250
Jenkintown, PA 19046

Media Contact:
Paul Weinstein
pweinstein@maned.com

215-886-5662 x278

[You can find this press release here](#)