

WoodWing Signs Up First Customer in India; Vikatan Group Chooses Smart Connection Enterprise

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ZAANDAM, THE NETHERLANDS (September 15, 2005) — WoodWing Software's international roster of clients continues to grow, as the company has signed up its first customer in India.

And the customer is a big one — the Vikatan Group, one of India's largest magazine publishing companies, with a total weekly circulation that tops one million. Officials from the Vikatan Group selected WoodWing's powerful Smart Connection Enterprise as the ideal editorial solution to work with Adobe InDesign and InCopy.

Officials from WoodWing were excited to finalize the deal with Vikatan, which is the company's first customer not only in India, but in all of Southeast Asia.

"The Vikatan Group is an outstanding company, and we're honored that they selected Smart Connection Enterprise," said Erik Schut, President of WoodWing. "Their publications are extremely popular in India, and they're some of the most impressive magazines you'll find anywhere in the world. We're confident that Smart Connection Enterprise will give them the tools to make their workflow better and more efficient in every way."

Schut also said he was thrilled to form a partnership with a prestigious publishing company in the world's second most-populous country.

"This just shows how popular Smart Connection Enterprise is becoming around the world," Schut said. "The product has only been on the market for a little over a year, and we've already sold 100 systems. The fact that we've now expanded into India shows that around the world, publications of all sizes are taking note of the power and versatility of Smart Connection Enterprise."

Located in the city of Chennai in India's Tamil Nadu state, the Vikatan Group publishes five Tamil-language titles that serve a variety of readers. One of the company's leading publications is Ananda Vikatan, the leading regional magazine in Tamil Nadu. The company has been a pioneer in publishing and printing since 1926, and its motto is "Entertainment for all."

The Vikatan Group grows an ever-expanding roster of Smart Connection Enterprise customers around the globe. With its various products, WoodWing now has customers in approximately 50 countries and six continents, with close to 10,000 seats of Smart Connection installed.

Schut pointed out that because Smart Connection Enterprise is available in English, Dutch, French, German, Italian, Japanese, Portugese and Spanish versions, it's helped it become a truly global phenomenon.

About The Vikatan Group

Founded in 1926, the Vikatan Group is located in the city of Chennai in India's Tamil Nadu state. The Vikatan Group publishes five Tamil-language magazines, including Ananda Vikatan, the leading regional magazine in Tamil Nadu.

About WoodWing

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.

Its products include Smart Catalog, Smart Layout, Smart Styles and the acclaimed Smart Connection family of editorial solutions. WoodWing is based in Zaandam, The Netherlands, with U.S. operations headquartered in Detroit.

About Smart Connection Enterprise

Smart Connection Enterprise is a highly scalable editorial workflow solution. It serves complex workflows and environments, where searching files and/or the content of a story or specific keywords or metadata is required. It comes standard with support for every common SQL database including MySQL, Oracle, Microsoft SQL Server, and Sybase. The server runs on many different operating systems, including Windows, Mac OS X, Linux and Solaris. SCE relies on a three-tier architecture to ensure scalability and flexibility, with all business logic centralized on the application server.

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