

WoodWing's Smart Connection Enterprise Reaches Milestone 100th System Sold

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ZAANDAM, THE NETHERLANDS (August 21, 2005) — WoodWing Software has reached an important milestone, as the company has sold its 100th Smart Connection Enterprise editorial system.

What makes the accomplishment even more noteworthy is that Smart Connection Enterprise was just introduced in the spring of 2004, meaning it took just over a year to hit the century mark.

“We’re very proud of this accomplishment, and we’re thrilled that our customers have shown so much faith in Smart Connection Enterprise,” said Erik Schut, President of WoodWing. “We have customers all over the world, at publications and companies of all sizes, and they’ve all been sold on how powerful and versatile it is.”

Smart Connection Enterprise is the industry’s leading editorial solution for Adobe InDesign and InCopy, and it’s the only generic editorial solution that offers a three-tier architecture.

Brian Kruger, CEO of WoodWing USA, noted its growing international popularity, with customers in 16 countries and five continents.

“That really says a lot,” Kruger said. “No matter what size publication or company, if they’re using InDesign and InCopy, they’re realizing that Smart Connection Enterprise is by far the best editorial solution available, because it’s so powerful, efficient and flexible. The fact we keep updating and enhancing it is another reason it’s become so popular.”

Schut said because Smart Connection Enterprise is available in English, Dutch, French, German, Italian, Japanese, Portuguese and Spanish, it’s helped it become a global phenomenon.

Elsevier Magazine (the largest weekly magazine in the Netherlands) picked Smart Connection Enterprise in part because it needed a system that could be installed quickly and efficiently.

“The new editorial system has been rolled out very swiftly,” said Hans Crooijmans, associate editor in chief. “This was made possible by the flexibility of WoodWing.”

The Albuquerque Journal and Albuquerque Tribune chose it because of its versatility. “We were looking for an open-source solution, and WoodWing’s Enterprise server allows us to use Suse, Linux, php and MySQL to implement an editorial solution built around InDesign and InCopy,” said Arthur Duran, Data Systems Director.

Through a combination of publishing industry experience and a deep knowledge of the InDesign/InCopy architecture, WoodWing offers solutions, productivity tools and plug-ins that make publishing with these programs faster, easier and much more effective. WoodWing is based in Zaandam, The Netherlands, with U.S. operations in Detroit.

Contact:

Meg Novak

(313) 882-0178

pr@woodwing.com

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