

Viscion Media Group the First Publisher in Singapore to adopt WoodWing's Publishing Software

Date: 12-11-2007 07:10 PM CET

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

Press release from: [WoodWing Software](#)



ZAANDAM, THE NETHERLANDS (December 10, 2007) - Viscion Media Group has turned another page in the publishing industry by being the first company in Singapore to adopt the Smart Connection Enterprise (SCE) suite from WoodWing Software. Adopted by major publishers such as Time Inc. and Conde Nast, this latest generation of publishing software streamlines processes, improves efficiency, promotes supervision, and paves the way for the future of publishing with the introduction of the 'blended media' approach.

For Viscion Media Group, this solution is the perfect match to accommodate its high speed growth. Since full operation about 11 months ago, Viscion has expanded its employee base from 5 to over 50 full-time staff and produced four magazines and one newspaper. By using WoodWing's Internet-based real time publishing platform, its team can work remotely from anywhere in the world with an Internet connection. "This is the office of the future today where teams can work effectively offsite and more efficiently," said Viscion Media General Manager, Holman Chin. "Our investment in this software platform confirms our commitment to becoming one of the leading publishers in the world."

Comments Alexander Knight, Sales Director WoodWing Singapore, "Without a doubt, Singapore is one of the most competitive publishing markets in the world. Here, Viscion stands out as a young and dynamic company with the vision to adopt cutting edge solutions such as ours. I remember visiting Viscion with our System Integrator SeriousteC. We showed the company what we do, and an hour later, we had a deal. That's how fast they work!"

"One of the reasons that SCE has become the publishing system of choice for major publishers around the world is that we never stop adding innovations," said Remco Koster, Managing Director of WoodWing Asia Pacific. "With the latest version 5.0, we've added a host of new features that will benefit users and publications across the spectrum. We've put special emphasis on providing tools for convergence, allowing publishers to use all available forms of media — print, Web, audio and video — to tell their story. It's a concept that we call 'blended media'."

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About WoodWing Software

Based on many years of experience in the publishing industry, WoodWing knows where the challenges lie. WoodWing has been addressing those challenges effectively, using standard and proven technologies, open source components, and open architecture to create the most progressive solutions available on the market. Rapid growth worldwide and success across the full spectrum of small to giant publishers demonstrate that WoodWing makes the best tools for the best price.

WoodWing is based in Zaandam, The Netherlands, and has offices in Kuala Lumpur and the United States. Customers are served through select partners. For more information, visit www.woodwing.com.

About Viscion Media Group

Viscion Media Group is a dynamic group of media veterans who have gathered to redefine the media landscape in Asia. Their development arms include publishing, alternative advertising, and online media.

Print publications include: Lexean (a monthly current affairs/lifestyle publication); Project Smitten (a monthly shopping magazine); BeautyBlackBook (a monthly beauty bible); 6 Yardbox (a comprehensive weekly football newspaper); and Playeur (a monthly men's magazine featuring intellectual wit and a full appreciation of the female form). For more information, visit www.viscion.com.

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