

WoodWing Asia Pacific hires Sales Director for Japan

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Kuala Lumpur, Malaysia (February 6, 2008) - Joel Ingulsrud, a 20-year veteran of the Japanese digital media industry, has joined WoodWing Asia Pacific as its new sales director for Japan. Ingulsrud will be responsible for helping WoodWing thrive in one of the most vibrant publishing markets in the world.

Ingulsrud most recently worked for Adobe Systems as product manager for the Japanese edition of Acrobat. He began his career in the late 1980s as a Japan market entry consultant.

“The Japanese publishing industry is huge, so we know there’s tremendous potential there,” said Remco Koster, Director of WoodWing Asia Pacific. “Joel’s knowledge of the Japanese market is outstanding, and we’re confident that he’s going to do an excellent job helping us expand our customer base there. It’s especially beneficial that he has such an in-depth knowledge of the entire Adobe product line.”

Born and raised in Japan, Ingulsrud worked in Silicon Valley for fifteen years before moving his family to suburban Tokyo in 2006. He said he’s anxious to help Japanese publishers succeed through adoption of WoodWing’s editorial solutions.

“The potential for growth here in Japan is great,” Ingulsrud said. “I’m looking forward to collaborating with Adobe, especially my good friends on the InDesign and Japanese typography teams, as we move the market forward. I particularly relish the flexibility WoodWing provides for me to make things happen.”

In his new role Ingulsrud will be working closely with KG Solutions, WoodWing’s distribution partner in Japan, to further strengthen the existing network of system integrators, and deliver solutions uniquely tailored to the needs of Japanese publishers.

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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 for the production of print and online publications. Rapid growth worldwide and success across the full spectrum of small to large publishers demonstrate that WoodWing makes the best tools for the best price.

WoodWing Software is located in Zaandam, The Netherlands, and has regional sales companies for Europe, the USA, Asia-Pacific, and Latin America. Customers are served through select partners. For more information, visit www.woodwing.com.

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