

## Largest Weekly Magazine in Netherlands Chooses WoodWing's Smart Connection Enterprise

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ZAANDAM, THE NETHERLANDS (August 29, 2005) — The largest weekly magazine in the Netherlands has chosen WoodWing Software's Smart Connection Enterprise™, with the staff there praising the popular editorial solution it for its power, efficiency and versatility.

The staff at Elsevier Magazine — a general-interest magazine that's part of the prestigious Reed Elsevier international family of publications — needed an editorial solution for Adobe® InDesign® and InCopy® that was not only powerful, but one that could be installed quickly. It found exactly what it needed with Smart Connection Enterprise.

“The new editorial system had to be set up in a very short period of time, and this was made possible by the flexibility of WoodWing,” said Hans Crooijmans, associate editor in chief at Elsevier.

What impressed Crooijmans and the staff at Elsevier was not only the power and versatility of the new system, but that WoodWing was able to implement Smart Connection Enterprise so quickly and efficiently. Only two months elapsed from the time of the first meeting about Smart Connection Enterprise until the system was fully installed and operational at Elsevier.

“WoodWing was able to implement the system quickly, and we've had great success with it,” Crooijmans said. “We're going to be making more improvements and changes at Elsevier, and we know that WoodWing will be able to deliver what we need.”

WoodWing officials say they were excited to work with Elsevier on the installation of Smart Connection Enterprise, the industry's most powerful and versatile InDesign/InCopy editorial solution. The magazine has a staff of over 80 people at its office in the Netherlands, producing about 70 editorial pages a week.

“When the people at Elsevier explained what they were looking for, we knew that Smart Connection Enterprise would be the perfect fit for them,” said Erik Schut, President of WoodWing. “Their magazine is extremely impressive, and we were thrilled that we were able to help them make a great publication even better.”

Jeroen Sonnemans, Director of Sales and Marketing for WoodWing, said he's delighted that Elsevier chose Smart Connection Enterprise.

“They managed to get the system into production at blazing speed, which was quite impressive,” Sonnemans said. “The whole transition from Quark Publishing System® (QPS) and Quark XPress, to Smart Connection Enterprise, with InDesign and InCopy, was extremely smooth. They're already reaping the first benefits of their new system.”

Elsevier joins an international roster of customers that continues to grow. WoodWing now has customers in approximately 50 countries around the world, with close to 10,000 seats of Smart Connection installed.

### About Elsevier Magazine

Elsevier Magazine is part of the prestigious Reed Elsevier international family of publications. The general-interest magazine covers a wide range of topics for its Dutch readers — everything from politics and social issues to science and art. The magazine has a staff of over 80 people at its office in The Netherlands.

### 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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