

MEI Wins Most Creative Exhibit Award at NEXPO 2008

Date: 04-28-2008 10:55 PM CET

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

Press release from: [Managing Editor Inc.](#)

Jenkintown, PA (April 28, 2008) – Managing Editor Inc. (MEI), an Adobe premier development partner and leading provider of software solutions for the publishing industry, today announced that it won the “Most Creative Exhibit” award for booths under 900 square feet at NEXPO 2008.

MEI’s booth featured four demo stations, a large plasma screen “theater” and two-story tower constructed out of blond wood and glass with an upper-deck conference area. The award-winning exhibit was up against 180 others in the category.

According to NEXPO staff, awards are given in two size groups — booths 900 square feet and over, and those under 900 square feet — for the “Best Demonstration of Working Newspaper Technology” and “the Most Attractive and Creative” exhibits. A small committee of NAA technology and operation professionals determines these award winners. Criteria for the “Attractive and Creative” award is based on how eye-catching the exhibit is and whether the information being communicated is done so in a unique or creative way. Judging for this year’s awards took place Sunday, April 13.

“We’re honored to receive this recognition,” said Steven Haught, vice president of sales at MEI. “We’ve always emphasized the importance of NEXPO and the special opportunity it presents for the newspaper industry, so we’ve always put a great deal of time and effort into preparing for the show.”

NEXPO was held April 12-15, in Washington D.C. At the show, MEI debuted InWord, a new solution that connects Microsoft® Word 2007 users with the SoftCare K4 Publishing System just as Adobe® InCopy® does, allowing writers and editors who prefer Word to use the familiar software to create, edit and copyfit articles in the K4 database. The company also introduced other new K4 add-ons, in addition to showcasing its industry-standard ad layout and management products.

Managing Editor Inc.
610 Old York Road, Suite 250
Jenkintown, PA 19046

Media Contact:
Paul Weinstein
pweinstein@maned.com
215-886-5662, x278

About MEI

Managing Editor Inc. is an industry leader in the development of quality, proven software solutions for the evolving publishing industry. The Page Director® Series of Advertising and Classified Layout Systems, K4 Publishing System, Integrated Production Suite (IPS), Wave2 self-serve advertising platform and IPS AdTrac deliver automated pagination, workflow, customer relations and digital asset management solutions to newspaper and magazine publishers, as well as to other print and electronic publishing markets. MEI is an Adobe premier development partner and has twice been named a laureate of the Computerworld Smithsonian Collections. Additional information regarding MEI’s products and services can be found on the company’s Web site at www.maned.com.

[You can find this press release here](#)