

MEI to Present Full-Featured Publishing Technology at FOLIO: Show 2008

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

Jenkintown, PA (September 10, 2008) – Managing Editor Inc. (MEI), an Adobe premier development partner and a leading provider of software solutions for the publishing industry, today announced that it will present a special Technology Test Drive session at FOLIO: Show 2008. Linda Bruce, vice president of enterprise sales at MEI, will host the seminar, titled “Harnessing Technology to Streamline the Publishing Process and Reduce Costs.”

The presentation takes place Tuesday, September 23, at 3:45 p.m., in the Northwestern/Ohio State Room on the 6th Floor. Bruce will demonstrate how the SoftCare K4™ Publishing System can be integrated with MEI’s Page Director® Ad Layout System and ALS Direct to coordinate and speed the workflows of ad staff, editors, designers and Web teams, dynamically updating all parts of the production pipeline in real time.

“This is a chance for publishers to see why K4 has become the workflow solution of choice for magazines all over the world,” Bruce said. “This session will illustrate how MEI’s complete package allows different departments to work together from the start of production all the way to the end, shortening revision cycles and cutting costs.”

FOLIO: Show 2008 takes place September 22-24 in Chicago. In addition to the live demo, MEI representatives will be available during the entire show in Booth 401. Visitors can stop by for demos and more information on K4, ALS and other solutions designed to help magazine publishers make money, save time and work smarter.

MEI will also be showcasing the recently released InQuery® RSS, a new add-on for K4 that lets users review and check the status of items in the K4 workflow from any Internet-enabled device with an RSS reader. A server-side application that translates K4 queries into RSS feeds, InQuery RSS is designed for users who want to keep an eye on production at anytime, from anywhere.

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) and IPS AdTrac deliver automated pagination, workflow 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.

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