

## MEI and DPCI to Showcase Dynamic Content Delivery Using K4 and Drupal

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

Jenkintown, PA (April 23, 2009) — Managing Editor Inc. (MEI), an Adobe premier development partner and a leading provider of software for the publishing industry, and DPCI, a provider of integrated technology solutions for publishing content to Web, print and mobile channels, today announced that the two companies will showcase connectivity between the vjoon K4™ Publishing System and Drupal Web content management system. MEI and DPCI will host a webinar demonstrating how K4, the popular workflow solution integrating Adobe® InDesign® and InCopy®, can seamlessly deliver content to Drupal, one of the leading open-source systems for publishing and managing Web site content.

The free webinar, which takes place Wednesday, May 6, at 2 p.m. Eastern Time, will illustrate how the K4-Drupal connection facilitates several publishing workflows, including print-to-Web, Web-first and Web-only models. Attendees will learn how to leverage these top technologies to author and organize multi-channel content under one integrated system, with significant time and money savings.

The powerful K4 database provides writers and editors with a managed workflow during the authoring and revision processes. Once content has been edited and approved, DPCI's connector module for K4 imports the data into Drupal, where it is published online, enriched with SEO key terms in the appropriate section of the designated Web site.

"K4 and Drupal connectivity provides a much-needed solution for all publishers: a single system that feeds multiple channels, instantly and effectively," said Dennis McGuire, CEO and president of MEI. "Publishers are seeking out efficient, innovative ways to coordinate content workflows that span print, Web, e-books and other outlets."

Hundreds of companies worldwide are already using K4 to produce thousands of titles, including GQ, The New Yorker, BusinessWeek, Cosmopolitan, Rolling Stone and more. And with millions of downloads already logged, Drupal's popularity is growing rapidly as well; users range from organizations such as recovery.gov, consumersearch.com, NYU Langone Medical Center and The Onion, to sites representing Beyonce, Bob Dylan and Hillary Clinton. Thanks to MEI and DPCI, customers of both systems now have an off-the-shelf toolset for using them together.

"For publishers who create breaking news content, speed to market is everything. Companies just can't afford any kind of latency in their workflow," said Joseph Bachana, president and founder of DPCI. "We created the K4-Drupal module for those customers who are looking to swiftly integrate their print editorial investment with online content delivery without needing to lovingly handcraft files into Web-ready format."

Visit [www.maned.com/news/webinars/k4drupal0509](http://www.maned.com/news/webinars/k4drupal0509) to register for the webinar today.

### About K4

The vjoon K4 Publishing System, integrated with Adobe InDesign and InCopy, allows publishing professionals to manage design and editorial workflow and to control the entire production process. With its multi-level security controls, open SQL architecture and robust customization options, K4 supports a transparent and secure production workflow for individual workgroups or entire publishing enterprises. K4 is a product of vjoon GmbH (formerly SoftCare) of Hamburg, Germany. With more than 300 systems installed in publishing houses, agencies and magazines worldwide, K4 has already revolutionized the editorial workflow for more than 16,000 users. MEI is the exclusive distributor of K4 in the Americas, with 140 installations managing nearly 9,000 users.

### About DPCI

DPCI, an INC5000 company in 2008, is an interactive technology agency that delivers integrated content management solutions for organizations that need to publish content to Web, print, mobile and e-reader devices. DPCI helps customers

design and implement Web content management systems, digital asset management, online collaboration software, multi-channel systems, workflow management solutions, and recently, semantic technologies. DPCI serves customers throughout the United States, including Comcast, ESPN, Mitre, New York University, McGraw-Hill Education, and Thomson-Reuters. Visit [www.databasepublish.com](http://www.databasepublish.com) for more information.

#### 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](http://www.maned.com).

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