

IPA SYSTEMS

Wave 2 —

APOLLO

Wave2

Publishing Platform

Automated publishing with — 

- Media neutral origination
- Automatic production of display advertising
- Complex creative layouts
- Independent of traditional skills

Wave2 products are all designed to make digital content work better and harder. The foundation of all of Wave2 software products is the Wave2 Publishing Platform. This is a powerful rules engine that allows us to automatically create and build documents. These documents may be in a variety of formats, for print or for electronic delivery depending upon the application.

An exceptionally powerful Automated Creative System. For automatic creation of Ads, Signage and Marketing material. Appropriate for online Ad creation, local creation of professional collateral or as an automation tool in-house.

Apollo is based upon the powerful Wave2 Publishing Platform, providing a flexible Automated Creative System. Applications for this product range from a web-based tool to allow advertisers to create their own advertisements, through to a system to allow non-creative users to produce quality marketing material within a distributed organisation. Apollo can generate complex creative layouts and will work out the best positioning and presentation for text and images to create a professional result every time. Apollo is appropriate for Display Advertising and Signage or Flyers through to multi page documents. House styles and corporate branding are maintained with no dependence upon users' understanding of design rules and methods.

A user selects the desired style and layout type, and then inputs the text to be included. If there are images to be included, these are also selected or uploaded. Apollo will work out the appropriate layout based upon its configurable rules and styles. The result may be delivered electronically for local printing or automatically routed into a workflow for inclusion in a printed document such as a newspaper.



For more information please contact:

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