



# Wave2

*Publishing Platform*

## Automated publishing with —

- Automatic production of customised documents
- Selection, assembly and presentation of content
- Syndicated newspaper pages
- Targeted advertising and editorial content

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.

A unique Personalised Publishing Solution. For creation of custom inserts, newspapers, journals etc. Output for electronic and print delivery.

**Zeus** offers a powerful and totally integrated solution for the creation of customised and targeted documents. A highly configurable application, Zeus represents the next wave of content management technology. By automating the complete selection, assembly and presentation of content, Zeus makes it possible to generate sophisticated personalized publications and marketing material. A powerful rules engine enables Zeus to select and generate documents, applying the appropriate business logic to this process.

Taking a reader profile, a set of business rules and styles/templates, Zeus will access it's content store, or query a third party digital asset management system and automatically construct a document as though it was produced by an artist at a layout terminal. This can include selected editorial, images and targeted advertising/promotions.

Zeus is not simply a "print on demand" solution. It provides a powerful decision engine to automatically build a custom layout with variable data, advertising and intelligently selected content. From a single page to a complete publication, Zeus will take a reader profile and apply your business rules and styles to generate a powerful promotional document or a unique personal publication.

Zeus is designed to be fully media independent. Using XML as it's media – neutral content format, it is capable of managing and processing content for any output channel.



*For more information please contact:*

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