Picturepark

Picturepark® WoodWing Connector Released

Press release dated March 20, 2012 – For immediate release

Abstract: 270 characters

Picturepark has announced as of today the release of the Picturepark® WoodWing Connector which integrates Picturepark® Digital Asset Management into the leading digital publishing system WoodWing Enterprise and allows for more integrated production for online and print.

Full version: 2'102 characters

Aarau, Switzerland, March 20, 2012 – The WoodWing Connector will allow users in WoodWing Enterprise, a leading system for efficient multi-channel publishing, to directly access all content managed in Picturepark®, a leading next generation Digital Asset and Brand Management solution.

Users of WoodWing Enterprise can search for assets using a variety of custom-defined search profiles and then retrieve Picturepark assets such as images, PDF, videos or others from their accustomed working environment. Assets can be retrieved through WoodWing Content Station as well as the Smart Connection plug-ins.

All actions are directly logged in the Picturepark DAM which still allows workflows to report such asset usage and e.g. notify users when assets in Picturepark become unavailable due to a copyright expiry or change in guidelines.

"We are happy to provide a state-of-the-art interface which connects two excellent 'best of breed' products and provides a new and truly integrated publishing solution for which our rapidly growing base of customers and partners have been demanding", said Ramon Forster, CEO of Picturepark/VIT.

Hans Janssen, CEO of WoodWing, added: "WoodWing has an active ecosystem with innovative partners in various fields. New integrations with first-class solutions are being developed continuously. This enables our customers to choose their preferred best-of-breed solution, matching their specific requirements. We are very happy to see that Picturepark now integrates seamlessly into our Enterprise system."

The Picturepark WoodWing Connector is developed by Modula4, a long-standing expert in DAM and a distributor and integrator to Picturepark as well as WoodWing, with offices in Berlin and San Francisco. "This is just the first step along the way to a deep integration between the two systems and we're looking at many new features to come within a short period of time", said Michel Gellner, CTO of Modula4.

The Picturepark WoodWing Connector will be first showcased to customers and partners at the WoodWing Xperience, the annual WoodWing conference held from March 27-28, 2012 in Amsterdam, The Netherlands.

About WoodWing: 1'172 Characters

WoodWing Software develops and markets a premier, cost-efficient multi-channel publishing solution. Its flagship product, Enterprise, helps magazine and newspaper publishers, corporate publishers and agencies reach their goals for quality, economy and time-to-market. WoodWing Enterprise is a system that coordinates and streamlines the process of creating, managing and publishing static, dynamic and interactive content for all media channels – including print, Web, social, smart phones and tablets.

WoodWing Software, founded in the year 2000, has its headquarters in Zaandam, The Netherlands, and has regional sales offices in Europe, the Americas and Asia Pacific. Customers are served locally by over 100 selected partners in more than 75 countries. WoodWing's long-standing relationship with Adobe as a Technology Partner and its close cooperation with a large number of other technology vendors worldwide, confirm WoodWing's position as one of the leading suppliers of publishing software. WoodWing is a privately owned company, with all founders actively engaged. Additional information regarding WoodWing's products and services can be found at www.woodwing.com.

Picturepark

About Picturepark & VIT: 857 Characters

Picturepark (www.picturepark.com) is a user friendly web-based application offered as SaaS/Cloud or perpetual license. Picturepark allows to manage all popular rich media files (images, layout documents, illustrations, videos and sound files) and to easily find, preview, collaborate and share these digital assets across any organization (inter/intranet). Offering extensive user rights and permissions all digital assets are kept under control, shared with authorized parties only.

Picturepark is considered a 'next generation' DAM solution by supporting deep integration into existing environments and by providing efficient workflow support, multi-lingual taxonomy as well as rich multi-tenant capabilities.

Picturepark is developed by Vision Information Transaction Inc. with offices in San Francisco, Vienna, Hyderabad and headquarters in Switzerland.

About Modula4: 718 Characters

Modula4 provides digital asset management and publishing workflow solutions for clients in a wide variety of industries, including: retail, media & entertainment, marketing, publishing, government and higher education. The company comprises of an international team of expert technical integrators, programmers, workflow consultants, support staff and customer service specialists which all share the same #1 goal: client satisfaction.

With their deep technical expertise and experience in solving complex workflow challenges, Modula4 has made nearly 400 over the last six years clients more efficient and productive. Their legendary customer loyalty is illustrated by a customer retention rate of well over 90 percent.