

Press Release
November 2012



Wave2 Media Solutions establishes partnership with Advanced Publishing Systems

Advanced Publishing Systems is now an authorized reseller of Wave2 solutions throughout the Asia-Pacific Region.

As of December 1st 2012, the Australian firm, Advanced Publishing Systems (APS), based in Brunswick - Victoria, has been appointed as an authorized reseller of Self Service Advertising solutions from Wave2 Media Solutions throughout the Asia-Pac region.

APS is already very well established in these markets and their highly successful QuickLayout, Optima Viewer and Synergy solutions are used by in excess of 200 clients. Through the partnership with Wave2, APS now expands their portfolio of integrated advertising solutions aimed at newspaper and magazine publishers.

“Wave2 provide market leading self-service advertising solutions that compliment the APS product suite” says Terry Flynn, APS Sales Director. “Our customers are always looking for new ways to generate additional growth and revenue from their advertising services, both for online and print. The Wave2 multi-media and multi-channel solutions match these demands for all sizes of newspaper operations” he explains.

“Our customers rely heavily on well-integrated solutions. The Wave2 AdPortal and Publishing Platform systems offer close integration to ad booking applications as well as material handling systems and as such, fit perfectly into the workflow and production solutions provided by APS. Through the partnership with Wave2 we can now offer a full range of self-service ad solutions and not least, the services that come with these” Terry Flynn concludes.

Andrew Haggarty, Sales Director of Wave2 Media Solutions in the UK, says about the new partnership: “Being one of the leading vendors of advertising solutions, Wave2 is very excited to establish our relationship with APS. Our solutions are already used by some of the market leading newspaper publishers in Australia and New Zealand. We’re confident that APS is the right partner to help us increase our customer base throughout Asia-Pac; their solutions compliment our range of self-service offerings to therefore provide the most competitive and comprehensive ad production supply chain system on the market”.

About Wave2

Wave2 Media Solutions was formed in early 2004 specifically to develop a range of solutions for the automated generation of documents. With an impressive installed base around the world, Wave2’s mission is to provide tools that will enable publishers and content providers to both save costs and to generate new revenue. Wave2’s product range includes solutions for Self Service Advertising, Creative Automation, Sales Visuals, Online Marketing and Personalised Publishing.

About Advanced Publishing Systems

APS provide intelligent IT solutions to the print media publishing sector. Based in Australia, APS is a globally focused company with approximately 200 systems in place across the world, ranging from publications such as the Daily Telegraph and The Australian right through to The Chronicle in Wangaratta and Mountain Scene in Queenstown, New Zealand.

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