

Press Release

December 2011



Beacon Media select Wave2 for Real-Estate Self Service

Wave2 Media Solutions, the UK-based publishing software specialist, has announced that it is to provide the Beacon Media Group in New Zealand with its real-estate self-service advertising system. This latest contract is the second in as many months within the Australian & New Zealand newspaper marketplace.

Real-estate advertising is an increasingly key part of the Beacon Media Group business and relationships with the real-estate industry are continually being fostered by innovative partnerships and initiatives.

Beacon Media Group in New Zealand is made up of seven companies in the Bay of Plenty and Waikato regions. These include newspapers, commercial and digital printing, and a web offset newspaper cold-set plant. The foundations of the company were established in 1939 with the Whakatane Beacon, now a tri weekly paid broadsheet newspaper. Acquisitions made since the 1990's have added six other business units.

Family ownership has continued as main shareholders from its inception to today. Other newspaper mastheads include Waitomo News, Opotiki News and Bay Weekend. In the commercial printing field there are 3 companies located in the Bay of Plenty and Waikato region, with full colour sheet fed offset equipment. All sites are equipped with latest digital printing technology, with Dudfield Bryce Printers in Rotorua being the largest unit.

Simon Ellis (CEO) says: "Wave2 has been chosen as a partner for the development potential it offers for our business through online interfaces and self-service opportunities for clients. Their mix of products will allow us to develop new revenue streams and enter the important online classified advertising space, while providing efficiencies in traditional pre-press areas of newspapers. Clients will have greater control, more flexibility and later deadlines. Initial developments in early 2012 will focus on newspaper customers, and by mid 2012 the objective is to start integrating our commercial companies on to the Wave2 Marketplace platform. The variety of media customers in the UK and USA using Wave2 gave us the confidence to choose them as a strategic partner."

Wave2's automated software solution provides the publisher with an enhanced service for its real-estate agents who can create their own advertisements with the absolute minimum of human intervention.

At the heart of the real estate system is the Wave2 Publishing Platform (W2PP) which builds ads for both print and online delivery. W2PP is a platform independent, highly scalable and automated system that incorporates its own powerful rules engine. Given a set of styles and design rules, it automatically constructs a multi-channel document – from a single advertisement to a multi-page document such as an advertising flyer or newsletter.

W2PP incorporates Adobe's InDesign Server to achieve rich creative output and to provide the customer with an easy template system for both print and online applications. The addition of the Wave2 Rich Media Engine optionally extends the capability to Adobe Flash formats for animations and video.

Beacon Media has also licensed the AdPortal and Inventory modules, this combination will give real estate customers a powerful yet easy to use interface through which they can create their full and multi-page ads. Whilst AdPortal is Wave2's complete website for self service advertising, Inventory enables the real-estate agent to efficiently manage large volumes of property. This combination removes the boundaries between print and online, saves cost by automating the creative process, and helps drive new revenue by offering services to the publisher's customers.

Wave2 Media Solutions sales director Andrew Haggarty said: "The contract with the Beacon Media Group is significant as it strengthens our position as a leading solutions provider to the newspaper industry throughout New Zealand. Real estate is the focus in phase one of this project and we are looking forward to expanding our self-service solution across other advertising pillars throughout 2012."

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, Production Automation, Sales Visuals Creation, Automatic Page Assembly and Personalised Publishing.

About Beacon Media Group

Beacon Media Group in New Zealand is made up of seven companies in the Bay of Plenty and Waikato regions. The Whakatane Beacon is a broadsheet publication printed three times a week. The Beacon Printing and Publishing Company also produce and publish the Bay Weekend, the Opotiki News and the Waitomo News together with various other supplementary advertising materials.

All printing is produced at our Beacon Print site in Whakatane. Beacon Print can also provide web offset print services (including stitch & trim finishing) to external publishing companies/customers, including those outside the Bay of Plenty.

-ENDS-

For further information on Wave2 and its products please visit the www.wave2media.com web site.

For further details, please contact: Wave2 Media Solutions, Andrew Haggarty, ahaggarty@wav2.com
+44 1296 642 890