

Press Release
October 2012



IFRA Product Launches 2012

Wave2 Media Solutions

The UK-based software specialists, has announced its product line-up for the forthcoming IFRA Expo, taking place in Frankfurt, October 29 to 31. The specialist newspaper event will mark a major show debut for the recently released Version 6 of the Wave2 Publishing Platform, as well as full debut AdPortal3 which is already a market leading self-service advertising solution for publishers.

Wave2 Publishing Platform

Version 6 of the engine behind all Wave2 solutions has just been released. This brings yet further improvements to the performance of the Wave2 engine, as well as introducing extended support for HTML5 output to mobile devices.

AdPortal3

- Classified and Trade advertisers



Wave2's new generation AdPortal3 is being launched at IFRA. An evolution of the highly successful AdPortal2, it introduces new "front end" architecture to allow a new level of versatile and configurable user journeys and presentation, as well as providing support for both web and mobile device access.

In addition a number of major new features have been introduced:

- Complete new user interface; highly configurable and customisable to allow publishers and media companies to achieve the perfect user experience for their particular advertisers.
- Powerful new "UpSell" features for increasing advertising revenue.
- Integrated AdServing with advertiser's "Dashboard".
- Enhanced edit and formatting facilities to provide advertisers a greater degree of control.
- Extended Rich Media support including the ability to create and book advertising for mobile delivery.

AdPortal3

- Real Estate and Motors

The specialized workflows and features required for Real Estate/Property Agents and Motor Dealers are provided by a special packaged version of AdPortal3. New features include a seller's approval function, powerful new editing functions, and social media integration.

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.

Further Information

For further information on Wave2 and its products please e-mail Andrew Haggarty (ahaggarty@wav2.com) or visit our web site - www.wav2.com.

See Wave2 products in action on stand number A371 at IFRA Expo, Frankfurt, October 29th to 31st.