



i-Publish Range enhanced with **Inventory**

January 2008 – UK software specialist Wave2 Media Solutions announces details of i-Publish Inventory, a new product developed to work in conjunction with i-Publish EasyBuild, Wave2's powerful automated advertisement building tool.

EasyBuild is one of the most powerful automated layout solutions available. It can automate the building of the most challenging adverts that contain complex listings, multi-spots, dynamic layouts and multiple pages. i-Publish Inventory adds a versatile management facility to allow advertisers to store and manage their inventory for selection and inclusion in print and online Ads. Examples of applications for i-Publish Inventory are, self service property advertising, motors advertising, boating and yachting ads, etc.

Rob Parsons, UK Sales Manager of Wave2 explains: "We have been providing self service advertising solutions for some years now. However, to date, we have only interfaced to existing 3rd party databases to import the content for motors and property ads etc. i-Publish Inventory has been developed as a result of customer demand. We have frequently been asked if we could supply an integrated database to manage this inventory. We addressed this by designing a fully configurable facility that is capable of managing the inventory for any type of ad, including properties, motors and any other ad that includes multiple products or listings."

i-Publish Inventory can be shipped pre-configured to meet the needs of a specific market sector, ie **Property Inventory, Motors Inventory, Boat Inventory**. Or it can be set up for custom database applications. Current users of EasyBuild can add i-Publish Inventory to their existing systems. A particular strength of this approach is that a single installation can be configured to handle more than one advertising sector. Providing a Motors Inventory and Property Inventory system from the same installation. The configuration work can be carried out by either Wave2 or the customer.

Wave2 have been working with UK newspapers to beta test the product and the first full release is planned for February this year.

About Wave2

Wave2 Media Solutions was formed in early 2004 specifically to develop a range of solutions for the automated generation of documents. Wave2's mission is to provide tools that will enable publishers and content providers to both save costs and to generate new revenue.

To this end, the company has developed a highly scaleable and powerful rules engine, capable of automatically building documents. These may be anything from simple display ads through to complex multi page documents. The Wave2 rules engine, combined with Adobe's InDesign Server, forms the heart of the Wave2 Publishing Platform (W2PP). This base product provides the foundation for the i-Publish range of packaged solutions. The first installations of Wave2 solutions took place a year after formation in January 2005 and the company now has an impressive list of customers both in the UK and overseas.

The i-Publish range now available includes products for Self Service Advertising, Production Automation, Sales Visuals Creation, Automatic Page Assembly and Personalised Publishing.

The Wave2 Publishing Platform is in use by various publishers and marketing communications companies around the world. In addition, the W2PP is licensed by Wave2 to a number of leading systems vendors who incorporate Wave2's technology as part of their own solutions.

With offices in Aylesbury, Buckinghamshire, in the UK and Waltham near Boston MA in the USA, Wave2 sells its solutions both directly and through various partners around the world.

Further Information

For further information on Wave2 and its products please e-mail info@wav2.com or visit the www.wav2.com web site.

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Press Information

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Screenshot - Users can easily search for inventory for inclusion in an advert

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