



Northcliffe Announces “The Bubble”

May 2007 – Northcliffe Newspapers has announced the creation of its new innovative sales tool, “The Bubble” – a system that has been created with the assistance of Wave2’s Apollo software product.

What is “The Bubble”? Chris Coward, Deputy Managing Director, South West Dailies, who headed up the project, said: “It can be condensed into two very clear phrases. Firstly, it is an electronic library of high quality advertisement designs provided by Northcliffe Media employees, and made available to all sales personnel across the group. Secondly, it is a tool for amending ads using a much more streamlined process than we currently do. For this it relies on interfaces to our production systems.

“The Bubble” is designed to be fully interactive, and will allow ad sales executives to present and customise digital visuals on laptop computers directly in front of the customer. Drawing on a huge database of design ideas the sales person will be able to illustrate a wide variety of ad sizes, and can show both run-of-page and online adverts to clients. The initial reaction in the centers currently live across Northcliffe Media has been extremely positive.

Wave2’s Apollo software product lies at the heart of the new initiative, providing sophisticated levels of automation to advertisement make-up based on an internal rules engine. It allows users to select their own advertisements and images from the database, select copy from the Copy Bank, and see an automatic preview of the ad on screen. The flow of the advertisement is governed by rules created by the team of designers at Northcliffe. The Apollo system works in association with Adobe In-Design Server.

Mark Price, Deputy Managing Director, Mail News and Media Ltd, and one of the team responsible for the development of the project, said: “The Bubble truly is an integrated design solution for sales people and designers. The depth of content is superb and easy to

navigate. You can find, store and retrieve ads, images and text quickly and multiple visuals can be created and personalised for clients in minutes.”

Another of the development team, Dawna Stickler, Advertising Director at Swansea, added: “It’s a sales persons’ dream which will delight our customers and distress our competitors.”

Commenting on the installation on behalf of Wave2, Rob Parsons, UK Sales Manager, said: “The introduction of “The Bubble” will provide Northcliffe with a definite edge in the market. It offers sales personnel a tremendous advantage in the selling process. The ability to produce high quality personalised sales visuals of various sizes, including web ads, on demand, significantly reduces the sales cycle, increases the chances of closing, and enhances the opportunities for up-selling by presenting high quality visual alternatives. Combined packages of print and web based ads can increase the revenue options.”

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 a number 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 packaged solutions now available include products for Self Service Advertising, Production Automation, Sales Visuals Creation, Automatic Page Assembly and Personalised Publishing.

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. It also licences the Wave2 Publishing Platform to other software vendors who integrate the technology with their own solutions.

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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