



Wave2 adds Rich Media

March 2008 – Publishing software specialist Wave2 Media Solutions announce details of their new Rich Media Engine, which is to be an optional component of the Wave2 Publishing Platform. This will extend it's capability to allow non-creative users to produce powerful animations and video as well as print and static online advertising.

Chris Hodges, founder of Wave2, says. "In the past, publishers have viewed print and online advertising as completely separate business propositions, and the process of selling the two has been very different. Increasingly, we are seeing the separate channels of print and online are merging. In the future we will view the sale of advertising as a single process with the delivery of the advertising being via a number of channels. These may be print, online listings, banners, pop-ups, video, and wireless formats."

It has been proven that advertising is significantly more successful if it takes the form of a campaign. Delivering the same message via different channels or with a varying presentation is highly effective. Wave2 solutions make it possible for non-creative users to produce professional advertising themselves. The Wave2 Publishing Platform powers solutions for self service advertising, sales tools and production tools. Already supporting print and online static advertising (listings and static banners/skyscrapers etc), the Rich Media Engine now means that animations and video can be included in a campaign.

It is also proven that if a sales person can engage with an advertiser with a suitable set of visuals of samples, he/she will be significantly more effective. It is a highly skilled and time consuming task to build animated adverts. It is also an expensive process and so animated ads are generally not offered to general advertisers. This significant enhancement to the Wave2 solutions makes animation a viable option and up-sell to a wide range of advertisers.

Background

There are a number of methods available for producing animations. These include animated GIF, MPEG, Virtual Reality Formats, Java, Flash, and various scripting languages. Whilst each of the above has its' strengths for particular applications, the most powerful and sophisticated animations can be achieved using Flash technology. Flash is rapidly becoming the designers' choice for most animated advertising requirements.

Wave2 have built a Rich Media Engine that can automatically create Flash animations, with no need for the user to have any creative skills or training. The initial implementation of this functionality has been exposed via Wave2's i-Publish Studio System to allow users to create both static online and animated ads as well as print ads. This functionality will then be made available in the rest of the Wave2 i-Publish suite of products (Easybuild, AdPortal etc).

How it works

A designer creates an animated advertisement using a standard Adobe CS3 Flash 9 (ex Macromedia). The designer will decide which text and images are variable. He creates a Flash file (for future modification) and an SWF file (for distribution), as he normally would.

The SWF file is imported to the Wave2 system using the Wave2 client (initially via the Studio import function). The Wave2 server stores it and also automatically disassembles it to find the variable content. This is effectively now a template for the animation. Users are able to access all of the templates, choose an appropriate one and then enter their desired text and images before submitting the ad to be automatically generated. The process for the user will be very similar to that for building print ads. All of the animation functions that have been applied by the designer are preserved. And so for example, text that moves across a page and changes colour as it travels will still do the same, but using the text that the user has entered.

Applications

Wave2 are rolling out the Rich Media functionality across all of their products.

■i-Publish Studio

Sales and marketing staff will be able to search a database of animations to find a suitable template. They can then apply their own text and images to customise the animation for a particular advertiser, or for their own purposes. This customisation of the animation would be using the simple Studio user Interface and with no need for anything to be installed on their computer other than Flashplayer (already installed on over 90% of desktops worldwide).

■i-Publish Easybuild

Non-creative staff and production staff will be able to very quickly create animated advertising from a range of pre-created templates. Thus avoiding the need to train or recruit large numbers of staff with the necessary creative skills to build animations from scratch.

■i-Publish AdPortal

In a completely self service advertising environment, trade advertisers can be offered packages that include anything from simple listings in print, through to powerful animated ads for online distribution on the publishers own website and through ad delivery networks (and in future, wireless delivery). They can build and book whole campaigns themselves.

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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