



IPA NEWS FOR YOU

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IPA SALESWORKS (MM) LIVE AT CUMBRIAN NEWSPAPER GROUP

IPA Systems Limited has installed at the Cumbrian Newspaper Group in Carlisle, the latest version of the highly successful advert booking system SalesWORKS (MM) "Multi-Media" as part of their overall strategic plan for multi-media publishing. SalesWORKS (MM) performs multi-channel advertising booking in a single transaction for print, web, radio, video, eBook or any product you wish to configure on the system, whilst maintaining a single unique reference for that booking.

Each product within a booking can have a different sized advert or varying content right down to the publishing date or publishing period. It is possible to have multiple content appearing for a product on the same day i.e. a small display advert appearing in a feature with a basic lineage advert in the classified section with multiple web adverts produced in different sizes, i.e. a banner advert on your home page with a rotator advert in the sports zone of the web site. Simple addition of products to the system for newspapers, magazines, web, radio or any future channel is simple and allows the creation of advertising vehicles to be created to exploit the ever changing market place. Published products can have individual default attributes; an example of this would be the automatic repurposing to other publishing mediums such as Fish4 or Legacy.com. The attributes could be web zones so web adverts default to the sports, homes, business or some other page within the site.

For content created directly within SalesWORKS (MM), a server based rendering engine has been employed, developed by Icen Technology based in Norwich and integrated into SalesWORKS (MM) as part of a joint development project. This enables the

production of PDF files and delivers a jpeg image of the content to the desktop. This very flexible template driven architecture can handle different column measures within the one unique advert code. The rendering engine also lends itself to structuring the advert content and where this is not sufficient, structure capture data fields can be devised relevant to advert classification to allow the capture of additional structured information during the booking and creation process, whilst allowing the XML extraction to gather customer, advert, content and structured data for repurposing.

SalesWORKS (MM) coupled with CanvassWORKS has provided the Cumbrian Newspaper Group with probably the most powerful combination of tools for revenue generation available to any multimedia organisation.

THREE IPA PRINTEXPRESS SYSTEMS FOR DAILY TELEGRAPH MEDIA GROUP

As part of the project of moving the printing of The Daily Telegraph and the Sunday Telegraph from West Ferry Printers to Newsprinters, the manufacturing subsidiary of the Rupert Murdoch-controlled News International, Telegraph Media Group have ordered, and are installing three new PrintExpress pre-press workflow systems from IPA UK Limited. Newsprinters' sites are located at Broxborne, Knowsley and Eurocentral. The three systems, which include modules such as RIPEXpress, Web Soft Proofing, PDF Merger and later in the year PrintExpress Tracker, will provide DTMG with a flexible, high speed reliable system with the ability to monitor and report on all key points of the production cycle, from page reception to page output.

This order follows other recent successes for PrintExpress in the USA and Ireland. PrintExpress is a fast, flexible, reliable state-of-the-art product, coupled with exceptional IPA customer support continues to be the recipe for success.

IPA SYSTEMS & QUARK INC. SIGN SI AGREEMENT FOR QPS7

Quark gold developers for over 17-years, IPA Systems have signed a System Integrators agreement for the new Quark Publishing System 7 launched at the IFRA Expo in Vienna last year.

Taking our relationship with Quark to new levels, this exciting new product is a powerful publishing solution and will compliment our existing range of products such as PlanWORKS and SalesWORKS (multi-media) to provide end-to-end solutions for the magazine and newspaper industry. The "System Integration" partnership operates jointly in the sale and specification cycle, with IPA taking responsibility for the implementation, training and first line support. This has already resulted in the first sale and installation of a QPS7 system.

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