

## About WoodWing

WoodWing creates the most progressive solutions available on the market for the production of print and online publications. Rapid growth worldwide and success across the full spectrum of small to large publishers demonstrate that WoodWing markets the best tools for the best price. WoodWing Software is located in Zaandam, The Netherlands, and has regional sales companies for Europe, the USA, Asia-Pacific and Latin America. Customers are served through select partners.

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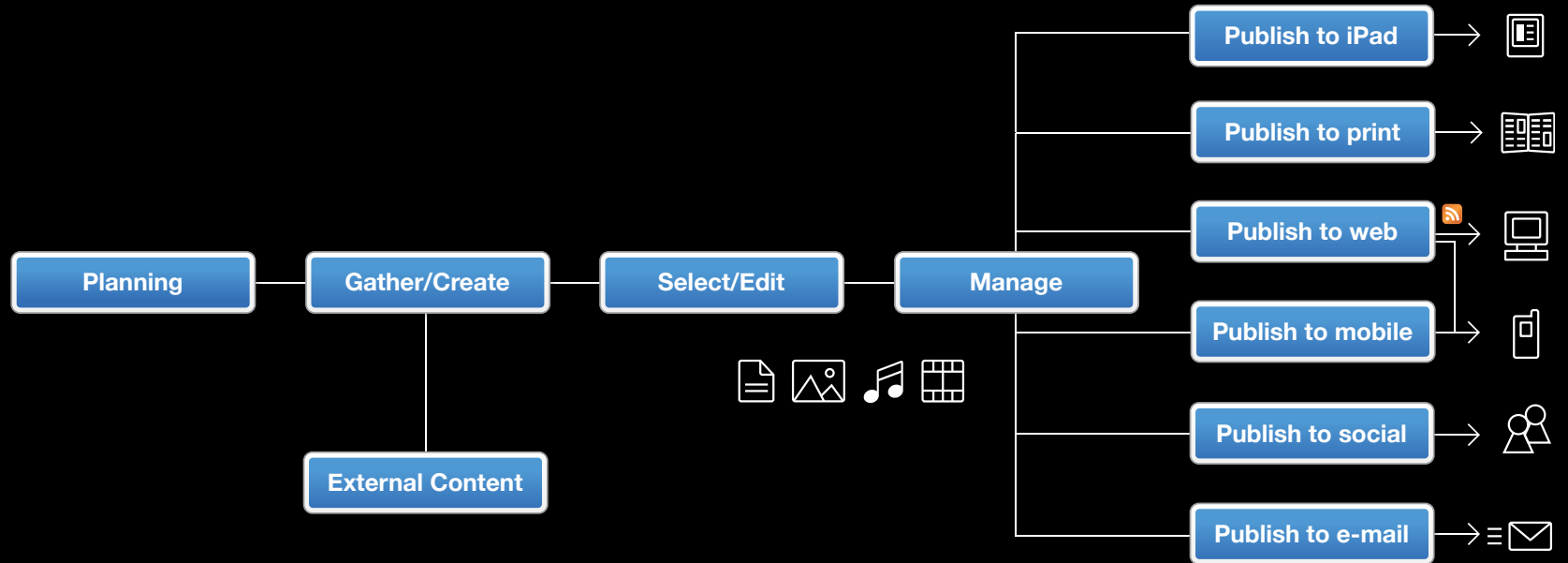
## Software for Efficient Cross-Media Publishing

▾ Magazines   ▾ Newspapers   ▾ Books   ▾ Corporates



## WoodWing Publishing Diagram

Challenges in a cross-media publishing process are very similar, across a variety of industries. Our publishing diagram outlines the various process steps, from the planning phase up through final publication to a wide variety of output channels.



### Software for efficient cross-media publishing

As a publisher, you know that with each passing day, your audience is changing. People seek information & entertainment by visiting web sites, joining social media communities, and reading messages on Twitter. And on the horizon are innovations like e-newspapers, e-magazines and e-books, fueled by devices like Apple's iPad. These new electronic outputs promise to revolutionize the publishing industry, much like the iPhone did with mobile phones. WoodWing's software gives you the help to stay ahead and keep on top of the needs of your readers and advertisers.

### Multiple publishing challenges, one powerful solution

The Enterprise Publishing Platform empowers your staff by letting them choose when to publish and to which devices. Work from within the office or on the road with a single application. Our tools lower your costs and increase the quality and versatility of your output. And it can be done by the people you work with now, within your existing infrastructure.

### There's traditional publishing and then there's cross-media publishing by WoodWing

WoodWing has a clear vision of the new style of publishing. We started thinking from a cross-media perspective, and then we created the technology that streamlines production and cuts costs, no matter what media is preferred.

WoodWing already is the leading software supplier for large publishers like Time, Ringier, Axel Springer, Gruner und Jahr, Hachette, Sanoma, Dennis Publishing, Macmillan Publishers, Express Newspapers, Gramedia and Pacific Magazines. Find out why these great publishers chose WoodWing for their print and online publications and how we can address your cross-media challenges.

Go to [www.woodwing.com](http://www.woodwing.com) to learn more or contact your local dealer.