

ppi Media and KnowledgeView form close partnership on the Arabian market

Integrated workflow at Al Ittihad goes live

Software vendors ppi Media GmbH (a subsidiary of manroland AG) and KnowledgeView Ltd., a leading publishing solutions provider in Europe and the MENA region, have strengthened their cooperation to introduce a publishing workflow with maximum automation to the Arabian market.

The Abu Dhabi Media Company (ADMC), publisher of the daily newspapers The National and Al Ittihad, signed contracts with the two companies. Both dailies lately optimized their publishing and editorial workflows with solutions from ppi and KnowledgeView. The result is a combined workflow that allows highly integrated processes, customized products for the Arabian market and optimized interfaces. "Since the partners know each other's products very well, integration was smooth and only took a few days until we produced the first pages. It couldn't have gone better," said Raed Alkhatib, production manager at Al Ittihad. For page layout in Adobe InDesign, ppi's and KnowledgeView's products merge to form a unit. The RAPID Browser plug-in is directly integrated in InDesign, whereas PlanPag is linked by ppi's InDesign plug-in InLink. InLink creates and manages production documents for editors and layout designers, so that editing is always based on the latest planning data. This allows tight integration between Ad planning, editorial planning and workflow at the press floor with significant improvements in efficiency through tracking of production progress across the whole cycle. To achieve maximum automation in the publishing and editorial department, ADMC has ordered ppi's PlanPag and PressEditor for newspaper production, AdMan and AdPag for the advertising department, as well as ProPag and printnet OM for the prepress workflow. At Al Ittihad, RAPID Browser is complemented by PageView and RAPID Archive from KnowledgeView, as part of the Publish live product suite for news management, editorial workflow and multi-publishing.

About KnowledgeView

KnowledgeView Ltd is a UK-based company with headquarters in London and offices in the Middle East. The company was founded in 1995 to develop cross-media publishing, news management and editorial sharing systems. Users of KnowledgeView's Publish live solutions included the Independent News and Media, Guardian Media Group, News Corporation and the Washington Post. In the Middle East, KnowledgeView is a leading newspaper integrator, with over 40 media companies, providing consultancy as well as technology.

Caption:

The Abu Dhabi Media Company (ADMC), publisher of the daily newspapers The National and Al Ittihad with new integrated workflows. | © Abu Dhabi Media Company (ADMC).

manroland AG is the world's second largest printing systems manufacturer and the world's market leader in web offset. manroland employs almost 8,700 people and has annual sales of some Euro 1.7 billion with an export share of 80%. Web fed and sheetfed presses provide solutions for publishing, commercial, and packaging printing.

manroland AG

Corporate Marketing & Communications
86219 Augsburg

Thomas Hauser

Phone: +49 (0) 821 424-26 82
Fax: +49 (0) 821 424-12 00
E-mail: thomas.hauser@manroland.com

Eva Doppler

Phone: +49 (0) 821 424-38 95
Fax: +49 (0) 821 424-12 00
E-mail: eva.doppler@manroland.com

Andrea Bleesen

Phone: +49 (0) 69 83 05-34 10
Fax: +49 (0) 69 83 05-69 34 10
E-mail: andrea.bleesen@manroland.com

Photos can be downloaded from www.manroland.com in the category **Press**.

This press release contains projections for the future based on the well-founded assumptions and prognoses of the management of manroland AG. Though management believes these assumptions and estimates to be correct, actual developments in the future, as well as actual operating results, may deviate from those put forward by management due to factors beyond the control of the company, such factors to include, for example, fluctuating exchange rates, changes within the graphic arts industry, or any other unforeseen economic and/or market transformations. manroland AG makes no guarantees that future developments and/or future operating results will match any of the numbers and/or statements put forth in this press release, and assumes no liability if such situations arise. Furthermore, no responsibility is assumed for updating any of the statements and/or figures contained herein.

PrintCity | Alliance Member