

## InterRed at the DCX Digital Content Expo 2019

InterRed GmbH presents the latest version of its publishing solution at the DCX Digital Content Expo / World Publishing Expo (WAN-IFRA) 2019. InterRed combines print editorial system, online CMS, app publishing and e-paper solution as well as AI components without interfaces to form a complete multi-channel publishing system. The individual components can also be used on a modular basis. The presented innovations include especially the new user interface (Responsive GUI) and a first preview of the planned new features.

### Best Editorial System: 1st Place in the kress pro Ranking

This year, InterRed won the „Best editorial systems“ ranking of the industry magazine „kress pro“, where it took the first place among other newspapers systems. The media-neutral, interface-free multi-channel publishing approach was particularly convincing. This successful model will also be presented at Digital Content Expo 2019 and is suitable for newspapers, magazines, e-papers, catalogues, marketing materials, websites, tablet and smartphone apps and other output channels. Behind the various forms of publication is a solution that supports all functions from planning, creation, editing and administration to publication. This means that all the synergy advantages of an integrated overall system can be exploited in the vertical value chain. In addition to the new Responsive GUI, the updated Storytelling Editor will also be presented at DCX.

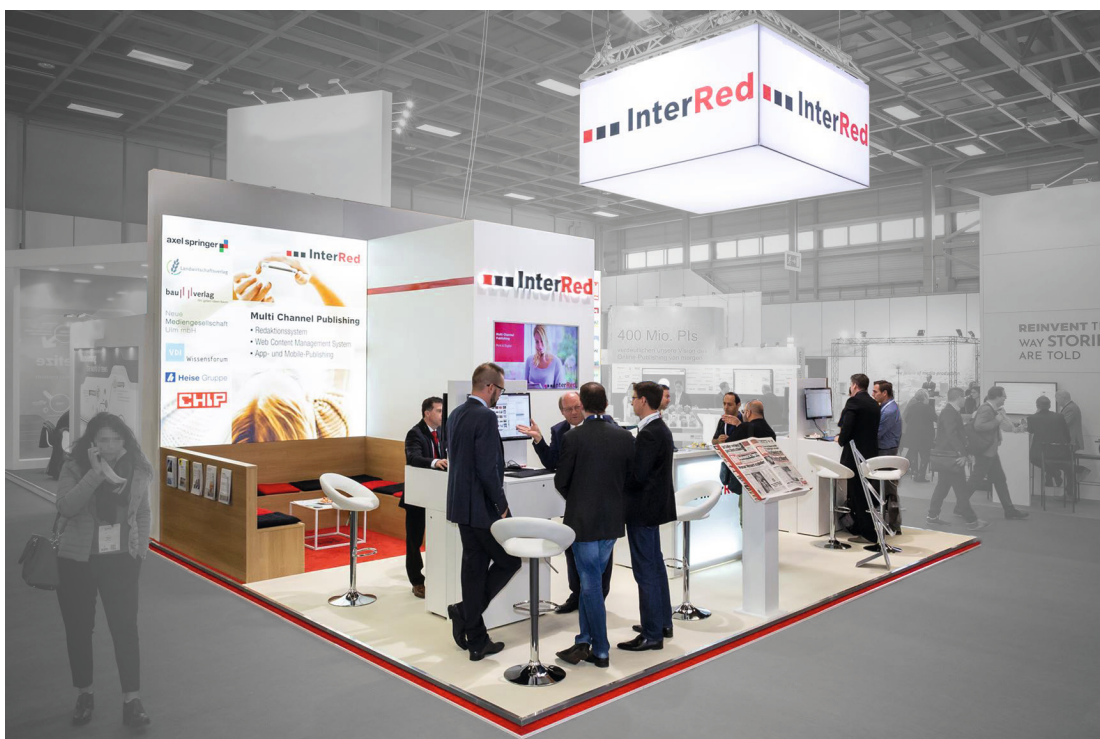
### New Responsive GUI, New Storytelling Editor

The newly developed user interface, called Responsive GUI, offers an ideal combination of appealing and modern design, optimized operation and possibilities for mobile use. In addition to the existing native ContentCollector app, users can now access the publishing solution even more efficiently via tablet, smartphone, laptop or other devices with a browser and Internet access. The control elements and structure of the displayed functions adapt optimally to the respective screen size. Thus, from topic planning, content creation, content management and digital asset management, communication and workflow management and functions of AI and data analytics, all the business processes necessary for this area can be mapped on the way.

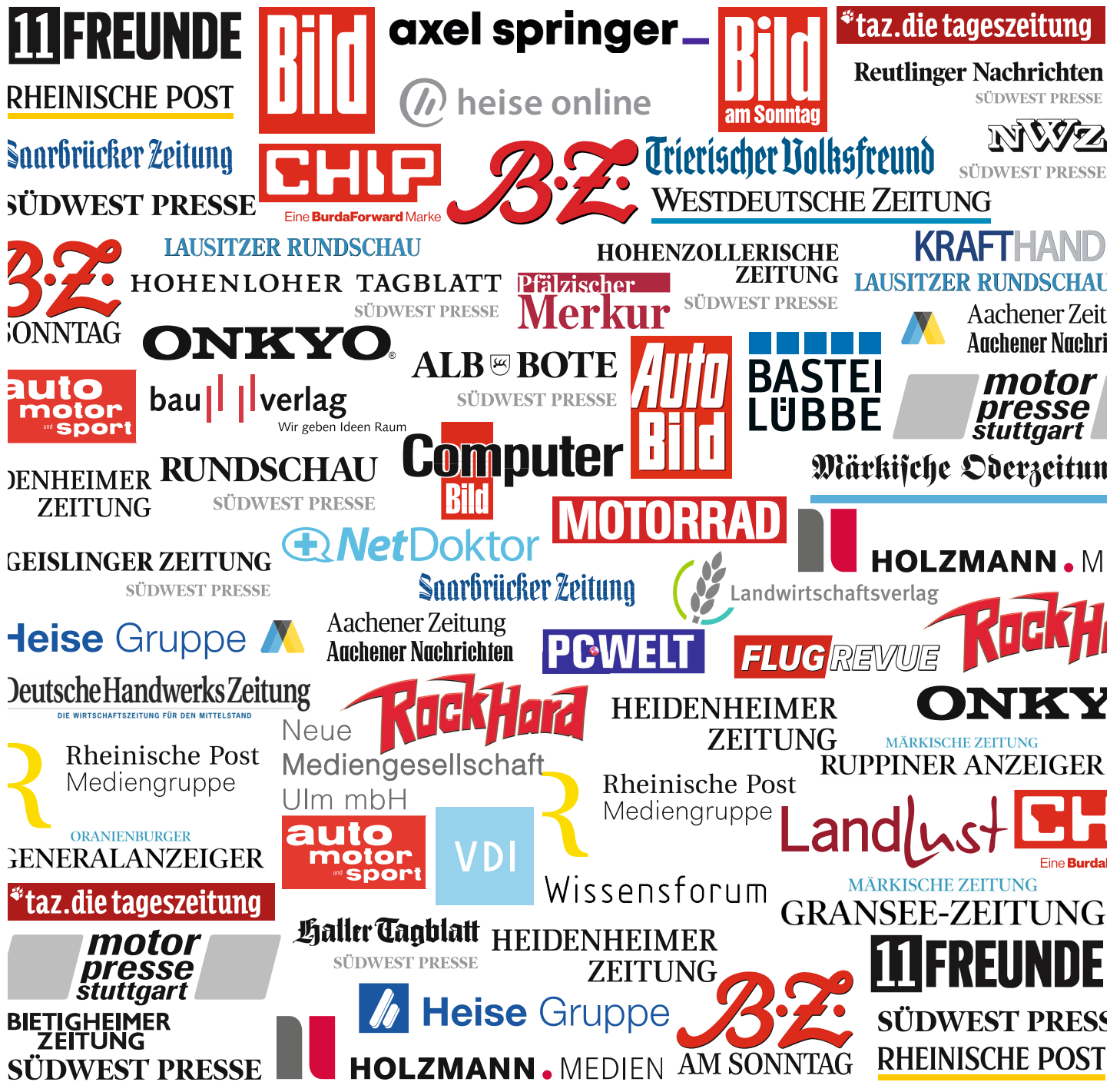
In addition, there will be a first preview of the new Storytelling Editor. With this tool for online publishing, content components can be modelled and inserted even more flexibly. This includes images, image galleries, videos, quotations, tables, social media contributions or other standard or customer-specific modules. This enables editors and content marketing specialists to present their content in an exciting and convincing way.

InterRed will be presenting these and other innovations at the Digital Content Expo of WAN-IFRA from 8 to 9 October 2019. At the trade fair in Berlin, in Hall 21b at Stand

C.07, visitors will get a live insight and professional advice from the publishing experts. Interested parties can make an appointment in advance: [www.interred.de/](http://www.interred.de/) DCX



The InterRed stand at the Digital Content Expo (Photo: Publishing Exhibition GmbH & Co. KG)



## InterRed

# Future Publishing Solutions

InterRed GmbH develops and distributes software-solutions based on the most advanced information technology. InterRed is one of the leading providers of content management systems (CMS), editorial systems, multi-channel publishing

and offers print-, web- and mobile-solutions for newspapers, magazines and periodicals, corporate publishing and content marketing.

InterRed's line of products consisting of the editorial system InterRed Print, the web content management system InterRed Online, the app-solution InterRed AppPublishing and the modules InterRed ContentAgents (knowledge-management) and InterRed LiveReporting (web-analytics) has something in store for every line of business and every use case.

You can find further information at [www.interred.de](http://www.interred.de)

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