press info

ppi Media to present new solutions and services at IFRA & DCX 2019 in Berlin

This year's World Publishing & Digital Content Expo will take place from 8th to 9th October in Berlin. ppi Media will be attending the fair to present the new features of its publishing solutions and its special range of tailored IT services.

August 29, 2019. Production automation, content creation and IT services & solutions will be the focus of ppi Media's exhibition appearance in Berlin. In the field of content creation, the company will show visitors the new features of its Content-X editorial system, which was described as one of the best editorial systems for print publications in Issue 03/2019 of the independent journal "kress pro". As Content-X enables browser-based working and the creation of pattern-based workflows, newspapers, magazines and corporate publishers can produce content more efficiently and distribute it across various print and digital channels. The open interface architecture also makes Content-X one of the most flexible editorial systems in the world.

In addition to its own publishing solutions, ppi Media will also be presenting the simple integration of WebCMS and InDesign, which enables the conversion of online content into high-quality print products. "tohoop" (Low German for "together") directly combines the functions of an established editorial system with WebCMS. WordPress, Drupal and CoreMedia are already supported.

How can publishers boost their advertising revenue? In Berlin, ppi Media will be presenting AdSelf – the future of self-service ad booking. The self-service portal for B2B / B2C processes offers tried-and-tested up-selling options and enables the simple Online2Print cross-selling of advertisements via an interface to mobile.de. AdSelf is also really easy to use on mobile devices – this should go without saying, but a lack of mobile optimization is still a common cause of cancellations in the booking process. Advertising on social media is too complicated and time-consuming for many ad customers. That's why AdSelf also offers optional social media ads, including subsequent reporting tools to measure the success of a campaign.

Leading product solutions and new services

As a market leader in the field of automated newspaper production, ppi Media will also be showing exhibition guests some of its classic planning and production solutions that are used by leading publications and media companies like the New York Times, Axel Springer and Jagran Prakashan in India.

It will also be presenting its newly designed range of tailored IT services, ranging from individual app and website programming to digital product design and the development of complete business applications.

Visitors to the fair will find ppi Media at Stand B.06 in Hall 21b on 8th and 9th October.

About ppi Media

ppi Media develops highly efficient solutions and services for media companies. The software house, which is managed by its owners, was founded in 1984 and has since become the leading workflow specialist for automated newspaper production. 80% of all daily newspapers on the German market are produced using products developed by ppi Media. Media companies in Europe, Asia, Africa and the US use the company's solutions in their daily work for the planning, production and editorial workflows of digital and print products. ppi Media also guides companies seeking innovation through their digital transformation process. ppi Media's portfolio includes the agile development of digital solutions using modern Design Thinking methods and the provision of innovation advice throughout the different stages of a company's change process. For more information, see www.ppimedia.de.