

Press Release

[Protecmedia at IFRA Expo 2012 Frankfurt, Hall 8, Stand 160](#)

Shaping the new media company

Protecmedia will once again be at **IFRA Expo**, the most important trade fair for the printed media sector which this year will be held in Frankfurt from 29 to 31 October, revealing its solutions and ideas for media companies so that they can tackle the short- and medium-term challenges facing the sector. Multichannel publication through a single workflow; creating specific publications for tablets and smartphones; multichannel advertising management and production; the use of editorial assets or the knowledge of audiences through the monitoring of their data - these are just some of the ideas which **Protecmedia** will be demonstrating at its stand (Hall 8, Stand 160).

At this edition of **IFRA Expo**, **Protecmedia** will demonstrate the integration of **ITER Web**, its CMS Web, within the same workflow as the other solutions, which is a step towards the idea of newsroom convergence and the multichannel scenario. Iter Web works either separately or integrated with the **MILENIUM** editorial system and its single work interface. It is a CMS which is easy for journalists to use – this means that they do not need any technical knowledge to be able to manage the web and can therefore focus on the creation of content. Similarly, due to its integration into the same workflow no increase in costs or the structure is necessary.

Protecmedia will also unveil its new features with respect to digital channels, highlighting the new “universal viewer” which has been specifically designed for iPad and iPhone devices, through which publishers may create the versions for both devices from a single data package, without having to duplicate tasks and processes, since the viewer adapts them to the singular features of each one. Also, publishers have the option of using a single digital newsstand, thus greatly facilitating the user’s experience when reading publications.

Another aspect which **Protecmedia** has emphasised is the inclusion of semantic technologies in its archive system and in the management of editorial assets in order to empower and simplify all of the actions which relate to the search and archiving processes. These technologies offer professionals new tools which reduce the time taken while also avoiding mistakes and facilitating day-to-day work.

Throughout the Expo, anyone interested may see for themselves how **MILENIUM Cross Media**, **Protecmedia**’s modular, integrated and open platform, ensures that the publisher can, in a multichannel scenario, add value to his products and generate new sources of revenue in an efficient and productive manner, without increasing costs.