**APN SIGNS WITH APS**

Australian owned software development company, Advanced Publishing Systems (APS), announced the recent signing of a contract with the Australian Provincial News and Media Company (APN).

APS will supply and install their industry bench mark Ad Layout product, QuickLayout, as well as Optima Edition Viewer, a Web Based Management Viewer, throughout APN’s New Zealand newspaper operation.

APN New Zealand produces The New Zealand Herald as well as numerous daily and community newspapers in New Zealand.

QuickLayout will be replacing Atex’s Edition Builder throughout the sites and Optima Viewer will be installed in all 23 offices within New Zealand.

APS will be integrating their products with Atex’s Genera Advertising Booking and Editorial Systems.

The installations, which include integration, supply, implementation and training, will begin mid-July, 2011.

**Mr Mark Kay, APN’s Director of Business Improvement, comments:**

**“APN is delighted to have recently agreed to install APS’s QuickLayout and Optima Viewer publishing tools as we believe both these solutions will have significant benefit to our sales teams and our advertising customers.**

**The functionality available with QuickLayout and Optima Viewer will provide us with the visibility we need to better manage our business. We are looking forward to working with the APS team to roll these applications out across our newspapers”.**

This contract comes on the back of the recent go live of a two year joint development project with New Limited, whom has both of APS’s products installed, throughout 14 sites in Australia.

The News Ltd project involved installing AutoLayout which brings forward the creation of an edition plan for each issue of each newspaper to the moment space is booked, and Sales Viewer, a software product which enables the publisher to gain an overview of the available space including premium positions across all publication and editions.

APS Sales Director, Terry Flynn, says that it has been a very busy 12 months for the Company, with juggling both the APN and News Limited projects.

During the past twelve months, these two projects coincided with the conclusion going live of installations of QuickLayout and Optima Viewer in both **The New York Post** and **The Seattle Times.**

Flynn also mentioned that APS has recently taken orders from four separate Independent Newspapers for their Synergy Ad Booking System. These installations have taken place in both New Zealand and Australia over the past six months.