

Siegerländer Wochen-Anzeiger opts for CX epaper by ppi Media

The digital versions of the Siegerländer Wochen-Anzeiger are published using the modern e-paper solution from Northern Germany. The advertiser appears in six regional versions with a weekend circulation of more than 225,000 copies.

March 9, 2018. CX epaper by ppi Media is used at numerous publishing houses and institutions around the world. The slim e-paper solution provides a simple way to turn print PDFs into digital publications and to publish them in an easy-to-use viewer. Thanks to its responsive design, end users can also comfortably access these publications on mobile devices. A comprehensive text analysis recognizes URLs in the print PDF and turns them into clickable links which are described by the text found in the PDF. This function played an important role for the Siegerländer Wochen-Anzeiger when making their decision: “The features of the CX epaper, especially its handling of hyperlinks, convinced us and made us switch to ppi Media’s solution. We are very excited to offer our readers an even more comfortable digital reading experience and look forward to further possible co-operations with ppi Media”, says Elisabeth Trapp, CEO of the Siegerländer-Wochenanzeiger GmbH & Co. KG.

In addition to the smart handling of URLs, CX epaper also offers options including the display of article details pages with social media buttons, while ads can also be viewed as details page. The wide functional range of CX epaper is topped off with tracking options.

About ppi Media

ppi Media GmbH is the leading international workflow specialist for newspaper and magazine publishers, as well as printers, corporate publishers and groups, and SMEs. Its main focus lies in the development of highly efficient software solutions on a global scale. ppi Media is the market leader in the field of automated newspaper production. 80% of all daily newspapers on the German market are produced using ppi Media products. Many more installations can be found in Asia, Europe, Africa and the USA. A subsidiary of the Eversfrank Group, ppi Media has its head office in Hamburg and branches in Kiel, Germany, and Chicago, USA.

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