

# press info

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## Content-X integrates Gutenberg Editor

*ppi Media has announced its latest sweeping innovation: The editorial solution Content-X is set to support the Gutenberg Editor known from WordPress and Drupal. Content-X will feature a version of the online editor with deep InDesign integration, enabling editorial offices to write and publish content for print and online channels in one single tool without any system breaks.*

**December 21, 2020.** After conducting extensive customer surveys and market analysis in recent months, ppi Media has now drawn up a plan to develop and expand its Content-X editorial solution into a comprehensive, scalable and cost-effective platform for publishers and businesses. As the first step in this evolutionary process, Content-X will support the Gutenberg Editor.

By connecting an editor optimized for digital channels with deep InDesign integration known from Content-X, ppi Media is driving a key development for “online first” work in editorial offices, allowing editors to easily and efficiently write both online and print articles in the modern and intuitive interface of the Gutenberg Editor.

“Whenever we develop Content-X, we try to use open-source solutions and existing technologies where possible to make sure we can fall back on tried-and-tested system components and the expertise of a globally networked community”, explains Dr. Hauke Berndt, CEO of ppi Media. “We find it particularly important to ensure that all future elements integrated in Content-X are compatible with our solution’s established system components. That’s how we protect the investment of our existing customers and allow them to carry out modular upgrades if required”.

Manuel Scheyda, COO of ppi Media: “While the core of our publishing platform will continue to be functions for creating, publishing and managing content, we’ll be adding further components to the system, such as tools to manage user-generated content, and smart analysis and AI features. We give publishers exactly the functions they need, and they can choose from a fully modular system”.

### About ppi Media

ppi Media develops highly efficient solutions and services for media companies. The owner-managed software house 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 USA use the firm’s solutions in their daily work for the planning, production and editorial workflows of their digital and print products. ppi Media also has a business line called “Digital Services”, where it provides companies outside the publishing industry with support in the form of customized software solutions and targeted advice for digital projects. Its digital services include innovation workshops, active project support from teams of experts and the development of customized software.

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