

reiff medien relies on Content-X

The regional media group reiff medien has chosen the Content-X editorial system to produce the daily newspapers of the Mittelbadische Presse. Online stories are already produced with the system. For print production, reiff medien will be one of ppi Media's first customers to use the new Web-based Production feature.

The heart of print production for reiff Medien is the Mittelbadische Presse, an association of the five daily newspapers the Offenburger Tageblatt, Acher-Rench-Zeitung, Kehler Zeitung, Lahrer Anzeiger and the Offenburger Tageblatt Schwarzwaldzeitung. In the future, these daily newspapers will be produced using Content-X.

The system was originally selected partially because content can be easily and reliably uploaded to digital channels, and because Content-X offers a well-developed and extremely convenient print connection.

Currently, reiff Medien is also planning to use Content-X's new features for web-based production for printing production. These functions make it possible to easily produce the majority of all pages in a daily newspaper in a web browser using the CX planner from ppi Media. Content can be entered directly in pre-defined InDesign templates, without requiring an Adobe InDesign client. In addition, the layout can be adapted flexibly in the web browser. This makes it very simple to produce standard pages. The go-live is planned for the third quarter.

reiff medien has been using solutions from ppi Media for several years. In 2015 and 2016, daily and weekly newspapers in the Mittelbadischen Presse were gradually converted to fully-automated printing plate assembly and CTP output management OM. Later, PlanPag, the heart of the ppi Media workflow, was also implemented for page planning and production of daily newspapers, as well as AdPag, a solution for highly-automated ad pagination.

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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