Wave2 releases 3rd generation Dynamic Publishing solution

Wave2's Dynamic Publishing Solution is a cross-channel advertising and marketing tool for marketers, brand managers and their agencies that cuts costs and expands marketing capabilities.

October, Bracknell, UK – Wave2 is proud to announce the official release of their Wave2 Dynamic Publishing Solution, the 3rd generation of this world-renowned automation service.

The Wave2 Dynamic Publishing Solution allows any authorized user across an organization to build and customize marketing and advertising materials for ANY channel or distribution outlet. All without incurring significant studio or agency costs while maintaining full control over brand management. Brand protection and creative integrity are assured throughout the entire process.

The Dynamic Publishing Solution, which is generally considered to be the next generation of the "web-to-print" workflow process, is rapidly gaining popularity as a cost-effective way to automate the creation of marketing content. It is used by some of the biggest brands around the globe.

The Wave2 Solution has become a "must-have" for any organization that wants to reduce their costs of creative production. With Wave2, advertising and marketing campaigns can cost effectively be extended to multiple channels including digital, print, and video.

Driven by customer input and global market trends, this 3rd generation brings significant new features to the table, including:
- **Enhanced video support** – making the automated creation of engaging video messages and digital advertising a breeze.
- **More automation capabilities for HTML5** – because multi-screen use and adaptability is key to an omni-channel marketing campaign.
- **New improved user interface.** Making the user experience even easier and better, so every user can take advantage of the new features
- **Batch production with lightbox for proofing outputs**, nothing is as valuable as a VISUAL feedback.
- **HTML email support,** thus eliminating any effort in in email campaigns
- **Extensive back-end enhancements** for the platform and our API's – to make it even easier to integrate your Portals, DAM, CRM, MRM or other enterprise technologies, further maximizing the benefits of dynamic content creation.

Mike Moore, CEO of Miles 33, said "*Brands want to focus on providing a consumer journey that is personal, inspiring and seamless across all channels – and do so in a timely fashion, on trend and style while keeping creative costs low. Wave2 lets them achieve that.*"

For more information or to schedule a demonstration, please contact Tom Hodges in Europe or Vijay Persaud in the US.