



## Mexico City's *Excelsior* Implements K4 Publishing System

*First Latin American K4 site is also the world's largest installation at a daily newspaper*

**Jenkintown, PA (July 18, 2006)** — Managing Editor Inc. (MEI), an Adobe Systems portfolio company and a leading provider of software solutions for the publishing industry, today announced that Mexico City's *Excelsior* newspaper has purchased the K4 Publishing System, making it the first publisher in Latin America to implement the popular editorial software. *Excelsior's* landmark decision underscores K4's growing influence in the publishing industry, throughout different markets as well as in different parts of the world.

More than 5,000 users at more than 55 sites in North America rely on the K4 Publishing System from SoftCare — 8,900 worldwide. With the help of MEI distribution partner Informatica Dalai SA de CV, *Excelsior* will deploy 160 seats for its system, making it the largest K4 implementation at any newspaper in the world. The highly respected newspaper joins the ranks of numerous professional publishers also using K4 in several markets such as magazine, book and corporate publishing; some of these names include Hearst Magazines, Conde Nast, Hubert Burda Media, Quarasan Group and J. Crew.

"K4 was the ideal solution for the most complex editorial project happening in Mexico in recent history," said Alexandro Medrano, operations subdirector for *Excelsior*. "Turnaround time and the service quality of K4's local distributor, Dalai, were outstanding and met 100 percent of our expectations. That's something unheard about most other publishing technology suppliers."

Daniel Moreno, editorial director for *Excelsior*, was impressed with the fast-paced pilot installation, which started from scratch and reached full K4 production in just 20 days, including planning, implementation, configuration, training and follow-up. "The K4 Publishing System was the indispensable instrument to assemble and successfully launch such a challenging and big project as this one in record time," Moreno said. "Dalai's deployment team worked great to meet the demands and complexity of the situation."

Founded by journalist Rafael Alducin in 1917, *Excelsior* was one of the largest and most influential daily newspapers in

### Sales Contact Latin-America:

Juan L. Aguirre  
(P) 512-450-2447  
juan@dalai.com

Latin America for several decades. In February 2006, the paper was bought and re-launched by healthcare, tourism and multimedia conglomerate Grupo Angeles, headed by Olegario Vázquez Raña and his son Olegario Vázquez Aldir.

At that time, Vázquez Raña announced that the paper's re-launch would coincide with its 89th anniversary in March; with the help of the K4 pilot installation, this goal was accomplished despite the short amount of time available.

Dennis McGuire, CEO and president of MEI, said the company is excited to see K4 breaking into Latin American markets. "The system is really proving its versatility not only for any type of publication but also for any part of the globe," McGuire said. "The fact that *Excelsior* is the largest newspaper installation also shows that K4 can handle a huge number of users and a tough daily workflow."

Along with its K4 purchase, *Excelsior* also added MEI's Page Director® Advertising Layout System (ALS) to its production workflow. ALS is the fast, intelligent ad dummyming software used by more newspapers worldwide than any other comparable system. ALS simplifies the ad layout process by interpreting information from a front-end system and automatically placing ads on pages, allowing control over numerous attributes such as editorial and advertising requirements, color press configurations and conflict management.



Mexican President Vicente Fox (far left) learns about the K4 Publishing System from *Excelsior* co-owner Olegario Vázquez Aldir (gesturing) during the newspaper's pilot phase in March.

#### **About K4**

The K4 Publishing System is the first editorial system for

professional publishing workflows based on Adobe® InDesign® and InCopy®. K4 allows publishing professionals to manage design and editorial workflows and to control the entire production process. With its multi-level security controls, open SQL architecture and robust customization options, K4 supports a transparent and secure production workflow for individual workgroups or entire publishing enterprises. The K4 Publishing System is designed and engineered by SoftCare GmbH of Hamburg, Germany.

#### **About Informatica Dalai SA de CV**

Based in Monterrey, Mexico, Informatica Dalai SA de CV (Dalai) specializes in developing and implementing end-to-end technology solutions to enhance productivity and profitability in newspaper and magazine publishing organizations. Founded more than 15 years ago, Dalai has grown to serve nearly 75 organizations in 18 countries throughout the Americas. It has a long and successful story of partnering with MEI for its product distribution and support across Latin America. For more information, visit <http://www.dalai.com>.

#### **About MEI**

Managing Editor Inc. is an industry leader in the development of quality, proven software solutions for the evolving publishing industry, as well as a worldwide distributor and integrator of K4 with exclusive rights in the Americas. MEI's Page Director Series of Advertising and Classified Layout Systems, K4 Publishing System, Integrated Publishing Suite (IPS), Wav2 and IPS AdTrac deliver automated pagination and workflow solutions to newspaper, magazine and book publishers, as well as other print and electronic publishing markets. Founded in 1990, the company was named a laureate of the 1999 and 2000 Computerworld Smithsonian Collections. Managing Editor is a portfolio company of Adobe Systems Inc. (Nasdaq: ADBE). Additional information regarding MEI's products and services can be found on the company's Web site at <http://www.maned.com>.