WoodWing Studio

Driving the future of content creation

Give your audience the experience they deserve

→

wood wing
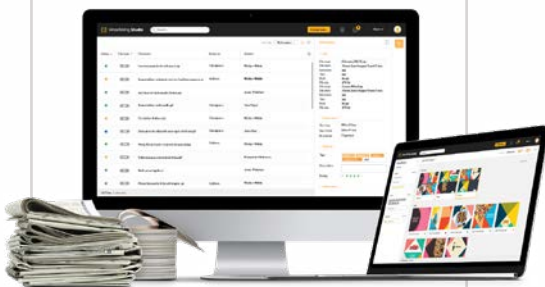
The publisher's story

Creating amazing content is no longer the exception, but the rule. Engaging your audience in new and unique ways, packaging it in the right format, and distributing through the correct channels is mandatory for gaining audience attention in the competitive digital world.

So how is your brand going to continually meet the demands of your audience, produce consistently amazing content in the most efficient way, differentiated for each channel, and have it available on a variety of platforms and channels?

Content creators, discover your ultimate creative efficiency!
Create structured content and stories that can be easily tweaked, changed and published on any print or digital channel with WoodWing Studio. Take the heavy lifting out of your creative operations and dedicate more time to creating amazing content and stories.

Exceed your audience's expectations. Stay ahead of the game with WoodWing Studio

With WoodWing Studio you experience your greatest efficiency yet:

- Create structured content that is optimized for any print or digital channel.

- Reuse and republish your content across any of your publications or brands.

- Automatically create a print layout from your digital story with predefined layout templates.

- Centralize communication to one single system with notifications and overviews of your publication's progress.

- Instantly preview and adjust your story to fit any device with responsive HTML5 technology.

- Design the workflow to meet your publishing needs, with assign, automate and approval functionality.

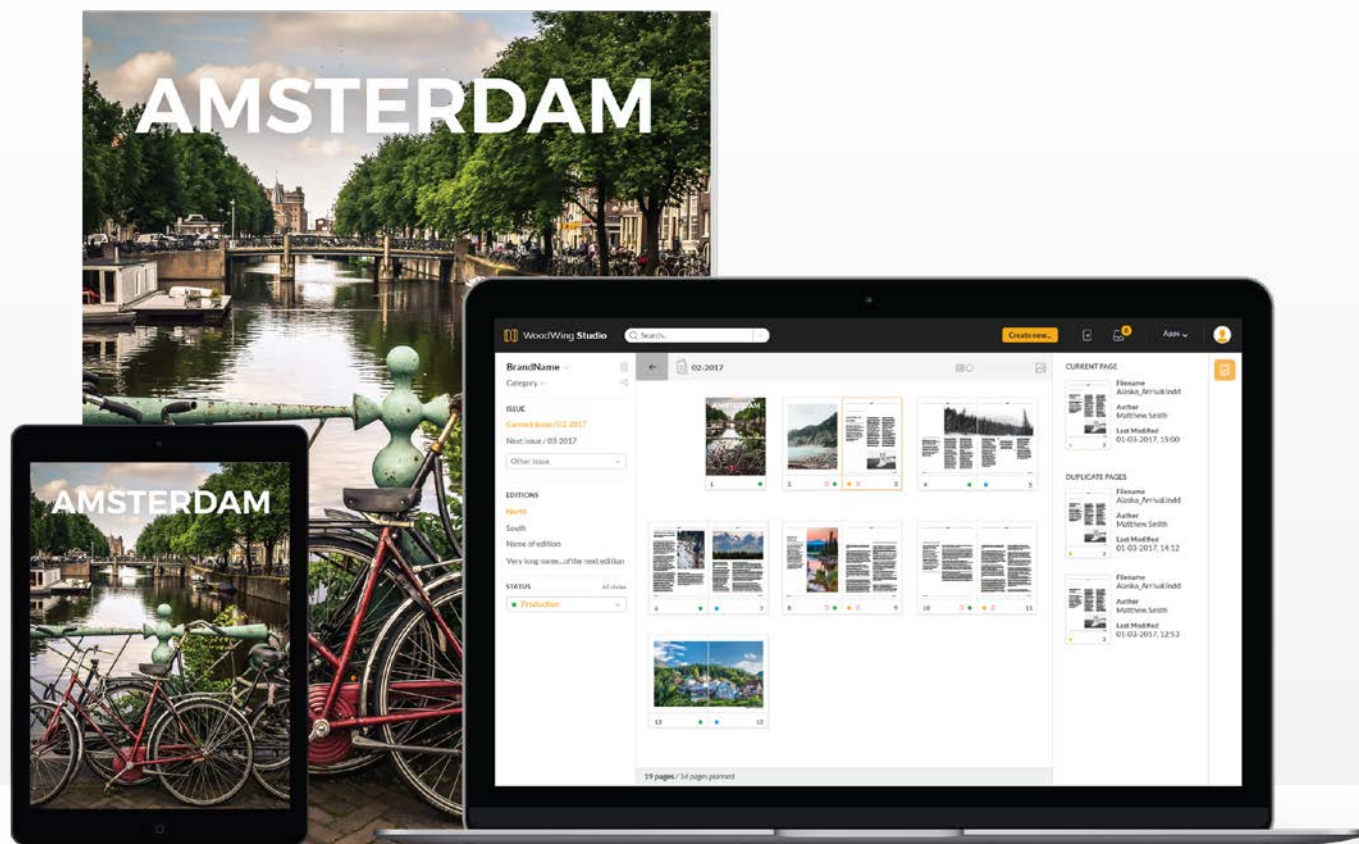- Decrease your production bottlenecks with dynamic working capabilities.

→

Bringing digital and print together

WoodWing Studio is a sophisticated workflow system, which allows users to plan, create and manage their content resulting in efficient publishing on all channels. Whether you are producing digital articles, magazines, newspapers, annual reports, apps, marketing collateral or website content, staying ahead of the competition is easy with WoodWing's state-of-the-art system.

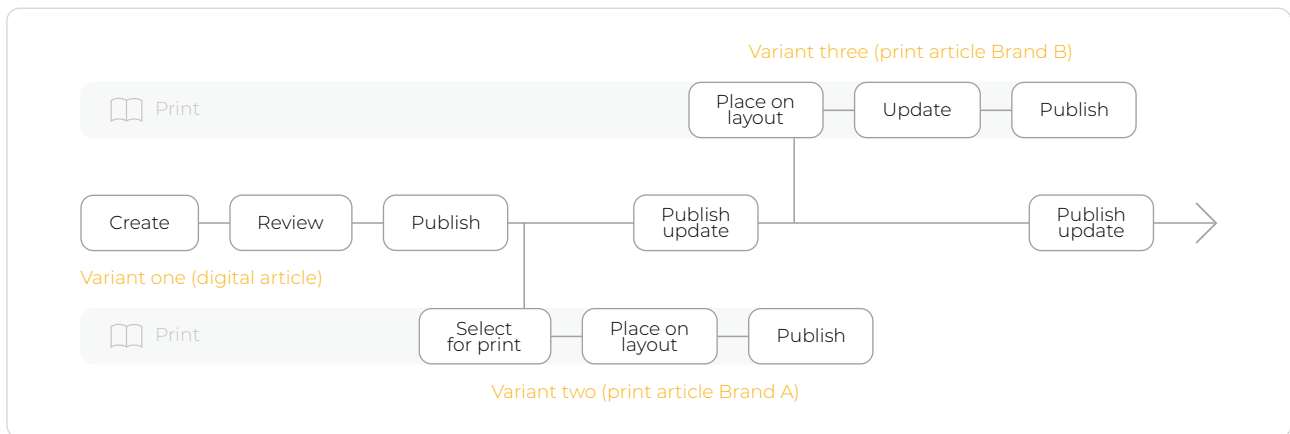**Optimize production processes for all channels**

It is vital to control content production from concept through to publication. By storing all content in one central location, and using a smart system to help manage the production process, all external and internal contributors are enabled to perform their tasks with unprecedented efficiency.

The new flow of work

In the past content has been created independently for both print and digital, with an inability to easily share and re-distribute content across multiple channels. To reuse a print story on a digital channel requires time-consuming tagging to support the digital structure. Additionally, a digital story needs to be fully optimized for its intended platform.

WoodWing Studio's way of working supports creating variants of a story for any channel, using a 'channel neutral' workflow approach. Create all of your content with structure from the start to easily reuse across all of your brands and channels.

Example of a channel neutral workflow using WoodWing Studio.

WoodWing Studio - Features

Dossiers
Streamline your content production by storing all content related to a particular story in a dossier. From video files for digital, or InDesign layouts for print, all content is stored and easily retrieved in one centralized location.

Publication overview
Want to know how your publication is progressing? With the publication overview all layouts can be viewed, with their workflow status assigned, for instant information of areas that require attention.

Efficient workflow
Bottlenecks are a thing of the past with predefined workflows, controlled access rights and automated tasks using templates and tags.

Template-based automation
Create a print article from your digital content in a flash, with automation functionality that places content onto a predefined layout, for the most efficient multichannel content creation yet.

Visual creation
For a completely visual content creation experience, see your articles automatically update as you create for print, mobile, tablet or the web.

Responsive articles
Take the pain out of publishing to digital channels with responsive HTML5 technology that adjusts your story to fit any device.

Remote contribution
Teams all over the world work together with dynamic editing capabilities and real-time content creation.

Structure from the start
Reuse or republish stories on any channel easily and efficiently, with a system that applies inherent structure.

Communication and collaboration
With inbox notifications, dossier annotations and sticky notes, teams communicate and collaborate on a whole new level.

Access anytime, anywhere
Manage the creation and publishing process from any device, anywhere, anytime, through internet browser access.

Customers that create amazing content with WoodWing

Aller	axel springer	HEARST
TX	sanoma	Forbes
malaymail	IMPRESA	yaffa
Dennis	光村図書出版	Allianz
FINNAIR	Springer	BAUER

Who we are?

WoodWing are global leaders in developing systems to streamline content creation. Working with top editorial publishers, marketers, and corporate organisations, WoodWing encompass a customer-first approach to ensure products are constantly exceeding expectations and addressing business challenges.

With experience in the publishing industry for over 20 years, partners in over 100 countries and more than 1,000 customers, WoodWing is a recognised and trusted name. Beginning life to assist print publishers with improving their publishing workflow, WoodWing now produce products to assist a range of organizations with their marketing, advertising, content creation, reporting and Digital Asset Management.

As a long-standing Adobe Technology Partner, the benefits customers experience with WoodWing's products include easy integration with third-party applications in any environment, due to the open architecture.

Thousands of companies all over the world trust WoodWing to help them to stay competitive, leverage new opportunities and consistently grow their business.

WoodWing Software
Ronde Tocht 1D, 1507CC, Zaandam, The Netherlands
Tel +31 75 61 43 400, Chamber of Commerce 34134682