

Interactive Media Automator

Interactive Media Automator enables typesetting automation based on Word documents (or XML-first). Safe, easy, and pleasant to use, after a short training, publishers or authors themselves can turn their Word documents into ready-to-print PDFs, ePDFs, and EPUBs based on templates.

Regain control of your typesetting production with this software and typeset 24/7 in the browser, or save author correction costs when your content creators directly use Interactive Media Automator themselves. Consider the potential if you, as a producer, could produce large volumes yourself with just a few simple steps, or if your authors can execute their correction requests directly. Production not only becomes more flexible and efficient, but costs are also reduced considerably.

The Word file is uploaded to the typesetting system and processed there according to the specifications defined in the template. The result is after a short time available.

First installation: 2006

Provider

3w+p GmbH
Kettelerstraße 5-11
DE-97222 Rimpar
+49 (0) 9365/88799-12
engelhard@3wplusp.de
www.3wplusp.de

Updated on: 2021-02-02

Reference customers

Wiley, De Gruyter, Bastei Lübbe, C.H.BECK, Thieme, V&R, Walhalla and many others.

Application

✓ Business-to-Business ✗ Business-to-Consumer ✗ Consumer-to-Consumer

Operator

✓ Media service providers ✓ Companies ✓ Publishers

Products

✗ Advertising material, office equipment
✗ Large formats
✓ Newspapers, magazines

✓ Books, teaching aids
✗ Catalogues, price lists
✗ Technical documentation

✗ Mercandises, promotional items
✗ Packaging

Media channels (internal / external)

✓ ✗ Print ✓ ✗ Apps ✗ ✗ Messenger
✗ ✗ Website, webshop ✓ ✗ E-books ✓ ✗ Office applications
✓ ✗ Online, Mobile ✗ ✗ Video/Audio ✗ ✗ Search engines
✗ ✗ Out-of-Home ✗ ✗ E-mail ✗ ✗ Online marketplaces
✓ ✗ E-paper ✗ ✗ Social media

Features

× Closed shop	× Database publishing	× Editorial system
× Open shop	× Online data check	× Translation management
× E-shop in-house development	✓ Correction workflow	× Marketing management
× E-shop standard system	× Technical workflow	× Media planning, media booking
× Printed file upload	× Commercial workflow	× Customer relationship management
× Print on demand	× Media asset management	× Cross-media management
× Individualisation	× Product information management	× Content marketing management
× Personalisation	× Web content management	× Communication
✓ Creation of publications	× Text database	

System basis

Frontend devices
Frontend operating systems
Frontend web browsers

Common desktop and laptop devices.

There is a Windows application as well as a browser version for all OS.

The browser version of the Interactive Media Automator is running on all up-to-date standard browsers.

Frontend technology
Server operation systems
Server technology
Webserver
PDF engine
Database system
Operating

On provider server or On customer server

Own services in the market overview

Typesetting Automation Services (3w+p GmbH)

3w+p GmbH

3w+p Typesetting Automation Experts is one of the leading typesetting service providers in Germany. Publishers such as Wiley, De Gruyter, C.H.BECK, and Bastei Lübbe have been working with the Franconian specialists for typesetting automation for decades. In addition to the cloud solution "Interactive Media Automator," with which publishers can automate their own production, the service portfolio also includes the full range of publishing production services.

Provider information

Founding year	2015
Total number of employees	50
Number of employees in Germany, Austria and Switzerland	50
Locations	- Technology Park Rimpar near Würzburg - Representative office in the Cologne area
Industry specialisation	3w+p's workflows are designed to meet the demands of large international scientific publishers, but are perfectly suited to publishers of all sizes. Consumer publishers also benefit greatly from the exceptional efficiency.
Certificates	

Systems and services

Interactive Media Automator
Typesetting Automation Services