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 availible.

First installation: 2006

Provider

3w+p GmbH
Kettelerstraße 5-11
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www.3wplusp.de

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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

Integrations

✗ Standard API	✗ Converter
✗ Connector, Plug-in	✗ Data Hub

Products

✗ Advertising material, office equipment	✓ Books, teaching aids	✗ Mercandises, promotional items
✗ Large formats	✗ Catalogues, price lists	✗ Packaging
✓ Newspapers, magazines, press material	✗ Technical documentation	

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
- ✕ Open shop
- ✕ E-shop in-house development
- ✕ E-shop standard system
- ✕ Printed file upload
- ✕ Print on demand
- ✕ Individualisation
- ✕ Personalisation
- ✓ Creation of publications

- ✕ Database publishing, programmatic printing
- ✕ Online data check
- ✓ Correction workflow
- ✕ Technical workflow
- ✕ Commercial workflow
- ✕ Media/Digital Asset Management, MAM, DAM
- ✕ Product information management, PIM
- ✕ Web content management
- ✕ Text database

- ✕ Editorial system
- ✕ Translation management
- ✕ Marketing automation, marketing management
- ✕ Media planning, media booking
- ✕ Customer relationship management
- ✕ Cross-media management
- ✕ Content marketing management, newsroom
- ✕ Communication

System basis

Frontend devices	Common desktop and laptop devices.
Frontend operating systems	There is a Windows application as well as a browser version for all OS.
Frontend web browsers	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