

# vjoon K4 Cross-Media Publishing Platform

vjoon K4 is the ideal cross-media publishing platform for editorial collaboration, allowing you to publish your content in print and digital channels - whether magazines, newspapers, sales materials or business reports.

**Multichannel publishing:** Support all types of content (layout, text, image, video, etc.) and for different output channels (print, tablet, web, smartphone, social media, etc.).

**Optimized editorial collaboration:** Editors, designers and managers can write stories, design layouts and edit photos simultaneously and in collaboration.

**Connect distributed locations:** With vjoon K4 you can connect local newsrooms, print service providers, freelancers and branch offices via VPN (Virtual Private Network), application delivery solutions (e.g. Citrix) or browser-based clients.

**Modern workflow concept:** The system supports any number of workflows, object types and parallel tasks.

First installation: 1999

## Provider

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## Picture gallery



## Reference customers

Cairo Editore, Condé Nast, der Freitag, Dow Jones, DVV, Funke Medien Gruppe, Hubert Burda Media, kicker, Le Point, Les Echos Publishing, Mondadori, Playboy, Red Bull Media House, The New York Times

## Application

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

## Operator

✓ Media service providers      ✓ Companies      ✓ Publishers

## Integrations

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

## Products

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

## Media channels (internal / external)

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

## Features

- |                               |  |  |
|-------------------------------|--|--|
| ✓ Closed shop                 | ✓ Database publishing, programmatic printing | ✓ Editorial system                           |
| ✓ Open shop                   | ✓ Online data check                          | ✓ Translation management                     |
| ✗ E-shop in-house development | ✓ Correction workflow                        | ✓ Marketing automation, marketing management |
| ✗ E-shop standard system      | ✗ Technical workflow                         | ✗ Media planning, media booking              |
| ✓ Printed file upload         | ✓ Commercial workflow                        | ✗ Customer relationship management           |
| ✗ Print on demand             | ✓ Media/Digital Asset Management, MAM, DAM   | ✓ Cross-media management                     |
| ✓ Individualisation           | ✓ Product information management, PIM        | ✗ Content marketing management, newsroom     |
| ✗ Personalisation             | ✗ Web content management                     | ✗ Communication                              |
| ✓ Creation of publications    | ✓ Text database                              |  |

## Modules

### K4 Integration with Twixl Publisher

In combination with Twixl Publisher or Adobe AEM mobile, the editorial system takes on many routine tasks and automates them, e.g. preparing files, organizing central data storage and tasks, structuring workflows.

### K4 Directory Services Integration

K4 Directory Services Integration offers a convenient setup of user accounts (once centralized) with minimal administration effort. Support for single sign-on.

### K4 Drop Folders

Drop Folders enables the import of images, Excel files, InDesign documents etc. via hot folders and the start of corresponding workflows. Integration into DAM systems is also possible.

### K4 External Task Dispatcher

Automated processing of texts and images in the background, parallel to the editorial workflow - e.g. with the integrated use of translation memory systems or software for image analysis or processing.

### K4 Integration with MadeToPrint

Automated provision of a complete print-ready output in PDF. The system supports preconfigured naming conventions for the corresponding PDF files.

### Approval Manager

Thumbs up or thumbs down - Board members, marketing managers, buyers and other decision-makers can intuitively determine whether the layout and content comply with the specifications and plans in the web browser with just one click.

### K4 XML Exporter

Module for exporting all types of data from the vjoon K4 system. The data export can be initiated in any publication workflow via an appropriately configured automated task, e.g. XML data for use on the web.

### K4 Distributed Enterprise System

Through production with the K4 Distributed Enterprise System (K4 DES™), companies - especially with distributed production sites - achieve enormous time savings and can thus reduce costs.

### Content Portal

Content Portal is the central platform in the browser with which you place your stories at the centre of your publishing projects. You use it to plan, research, create, edit, manage, and publish projects in the browser.

## Storage Engine

Publishers, agencies and marketers who rely on vjoon K4 and Storage Engine can optionally keep their production environment data in their own IT infrastructure or use the highly scalable object storage in the cloud with Amazon S3.

## System basis

Frontend devices	Desktop, Tablets, Smartphones
Frontend operating systems	Mac, Win, iOS, Android
Frontend web browsers	Firefox, Safari, Internet Explorer, Google Chrome
Frontend technology	Java/JavaScript
Server operation systems	Mac OS X Server, Windows Server, Red Hat Enterprise Linux Server
Server technology	InDesign Server, Java, Tomcat
Webserver	Apache Tomcat
PDF engine	InDesign Server
Database system	mySQL, Oracle, MS SQL
Operating	On provider server or On customer server

## Interfaces

Pre-press and printing	MadeToPrint
Order systems	XML-Interface
Databases	mySQL, Oracle, MS SQL
Other	XML-Interface

## Licence models

Costs for system setup	Depending on project and system scope
Buying license	✓ Depending on project and system scope
Rental license	✓ Depending on project and system scope

# vjoon GmbH

## Provider information

Founding year	1999
Total number of employees	50
Number of employees in Germany, Austria and Switzerland	50
Locations	Germany with partners worldwide
Industry specialisation	
Certificates	

## Systems and services

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