



Smart
Publishing

COMPANY PROFILE

Software for Efficient Cross-Media Publishing

WoodWing (www.woodwing.com) offers software products to enable an efficient and cross-media publishing process. Our products are used for publications ranging from tabloid newspapers to glossy magazines, and from corporate publications to multi-author book productions.

Continuous success and growth

WoodWing was founded in the year 2000. Starting out as the first company to fully commit to the Adobe InDesign and InCopy platform, we developed the award-winning Smart line of productivity tools and efficiency-enhancing plug-ins.

From the start our tools were a huge success. In order to meet customer's demand, the focus quickly shifted from productivity tools to publishing systems. In 2007, our rapid worldwide growth was acknowledged by Deloitte, which designated WoodWing as one of the 50 fastest growing technology companies in The Netherlands.

Today, we have offices in Europe, USA, Latin America and Asia Pacific and serve hundreds of customers through a professional network of more than 70 solution partners, active in more than 75 countries.

WoodWing is privately owned.

Smart Publishing Solutions

Newspapers, magazines, books or corporates, each have their own rules and demands, but all our solutions share the same core technology underneath: Enterprise, a versatile publishing system.

Enterprise provides cross-media content management. It supports all kinds of publications and editions, encompasses any printed or digital media, and handles images, text, audio, video and more.

We believe in openness. Open standard components, open source, an open XML foundation and an open architecture enable tight integration with third party products and a wide variety of content sources.

At the same time we believe in the adoption of social media and therefore cater for the integration of almost any publication channel to reach almost any community.

Our large customer base, across the full spectrum from small to large publishers, is proof that WoodWing delivers the best solutions for the best price.

We call it: Smart Publishing.