



THE MAKEUP STANDARD OF THE FUTURE

ClassWizard is the planning and make-up tool that delivers speed, efficiency and high quality, allowing publishers to simplify and accelerate production while significantly reducing overhead.



WHY CLASSWIZARD?

ClassWizard is fast and efficient:

ClassWizard is an independent planning and makeup system for fast, efficient print production. Pages can be processed in various formats and for various products.



REFERENCES

- MAFRA,
Czech Republic
- St. Galler Tagblatt,
Switzerland
- De Telegraaf Group,
Netherland
- Trinity Mirror Group
United Kingdom
- Mediengruppe Main-Post,
Germany
- Media Punkt.CH
Switzerland
- Neue Zürcher Zeitung,
Switzerland

ClassWizard saves money:

With ClassWizard you cut costs. ClassWizard simplifies and automates work processes, reduces redundancies in the production process and enables a fast return on investment. With ClassWizard you can react with more flexibility and set your advertising prices more freely.

ClassWizard is flexible:

ClassWizard can be seamlessly incorporated into existing system landscapes. By interfacing existing writing, layout and montage tools you can ensure that your previous IT investments continue to pay off. ClassWizard works in every country and across many different platforms.

ClassWizard is user-friendly:

ClassWizard has been designed for maximum user-friendliness. The system promotes intuitive processes by allowing the user to carry out makeup in different ways – by short cuts, dialogue fields or menu commands.

ADVANTAGES FOR PUBLISHING HOUSES: With ClassWizard you can ...

- + dramatically accelerate page design and makeup
- + slim down production and eliminate friction
- + minimize staff, printing and IT costs
- + create an integrated, transparent workflow



ClassWizard ...

- is platform neutral. The program's Java base allows it to be used with all standard operating systems, such as Windows, Linux and Mac OS X.
- works with the XML data format and can thus communicate with any number of applications that use XML regardless where in the world you are working.
- uses a complete PDF workflow. Advertisements, headings and fillers are added to the page using an individualized PDF engine, without workarounds or postscripts.
- creates page headers, headings, footers or tables of contents during makeup or planning for individual pages as well as for the entire section in PDF format using xml2pdf technology.
- reduces data masses by using uniform formats, and thus also minimizes IT costs.





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HISTORY: THE REVOLUTION IN MAKEUP

In 2001 Heribert Hanisch and Jörg Schiessler joined together to realize an idea that was both simple and yet revolutionary.

While at the time page design programs oriented themselves to printing machines, the founders of ClassWizard wanted to develop a program that automated the process and took commercial factors into consideration. A program that could be incorporated into existing systems more quickly and that would deliver the best results in workplaces all over the world. The program would accelerate existing work processes and make them more efficient. The savings would create a fast return on investment.

The experience of the company's founders in project and development and their knowledge of production and advertising systems helped make ClassWizard a fast and efficient page design system.