

## ISV GmbH - Company Profile

ISV, an international software and consulting company, is the maker of AVUS 21, a complete print and web ad system solution for major classified media companies. With over 20 year's experience, serving publishers in 16 different countries, ISV brings superior know-how to the complex task of producing classified ad publications quickly, efficiently and profitably. Founded to transition one of Europe's leading classified publishers into IT-based production, ISV has since grown to become classified media publishing's most specialized and competent technology partner world-wide. The company's customers, many of them major players in their regional markets, continually benefit from ISV's impressive knowledge of efficient production and revenue-enhancing strategies amassed over the years through close client partnership.

ISV was founded in 1986 by software engineer Bernhard Neubauer together with Zweite Hand, Berlin, one of Germany's largest classified groups. Software was initially developed to move the publisher's operations onto computers but soon proved to be a tremendous competitive advantage in the expansion of services, with significant increases in revenue. ISV began dedicated development of a system to improve efficiency and revenues specifically for classified ad publishers, giving birth to its core product, AVUS 21. The powerful system quickly emerged as classified media's answer to IT-based production and became the chosen ad system platform for many major European publishers. Executive Director Raimund Lampert joined the company in 1999, bringing a strong background in classified media and publishing IT and has enabled ISV to expand well beyond Europe. Today ISV has a staff of 25 engineers and specialists in classified media in Germany and North America who support some 35 major installations world-wide, the largest producing up to 300,000 classified ads a week.

ISV redesigned AVUS 21 in 1995 as a package of modular software components to run on Windows clients interacting with SQL database servers. The system now covers the full gamut of classified media publishing tasks, enabling publishers to automate and efficiently manage ad taking, order processing, dummyming, pagination, proofing and final output for print and Internet. The system boasts a completely scaleable, open software environment which easily adapts to different international advertising cultures or interfaces with 3rd party software for ad tracking, accounting, and content management. AVUS 21's pagination system, AVUS Satz, was further developed as a stand-alone component for integration with other 3rd-party ad systems.

The most recent update of AVUS 21, Version 4, came out in 2004 and includes functionalities for online payment processing and powerful photo management. Currently ISV is working on Version 6 of AVUS 21 with releases for browser-based networking, a stand-alone module for structured ad entry for tabular photo display ads and Adobe InDesign plug-ins.