

WoodWing Announces In-App Photo Editor for WoodWing Assets Cloud

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WoodWing, a leading provider of multi-channel content creation and digital asset management solutions, is excited to announce the launch of a new in-app Photo Editor within WoodWing Assets Cloud. This latest enhancement is set to revolutionize the way businesses and creative teams approach image editing, offering user-friendly features for adapting visual content for multiple platforms.



The new Photo Editor feature rolled out to WoodWing Assets Cloud users, provides instant access to a range of light photo editing functionalities. From swift retouching to advanced color enhancement, quick crops and text overlays, the Photo Editor enables users to create captivating imagery quickly and efficiently.

Designed with the modern content landscape in mind, the Photo Editor addresses the need for multi-platform content customization, facilitating the creation of visuals that are not only stunning but also optimized for various digital channels. This aligns perfectly with the collaborative nature of today's content creation, supporting teams in working more cohesively while ensuring brand consistency.

Key features include:

- Instant image retouching

Quickly enhance photos with professional-quality tools accessible to users at all skill levels.

- Multi-platform optimization

Resize and crop images seamlessly for different social media platforms, improving engagement and reach.

- Collaborative creativity

Streamline workflows with features that support team collaboration and brand consistency across all digital assets.

"We're proud to offer a feature that not only enhances the creative process but also responds to the evolving demands of digital content creation." said Jouke Jongsma, Product Manager for WoodWing Assets at WoodWing.

This update underscores WoodWing's commitment to innovation and its dedication to providing cutting-edge solutions that streamline digital asset management and content creation. The in-app Photo Editor is available now, promising to set a new standard in accessible, quick photo editing for creators and businesses alike.

For more information about WoodWing Assets Cloud and the new Photo Editor, please visit www.woodwing.com.

About WoodWing

At WoodWing, we liberate organizations from their content and information inefficiencies. For over two decades, we've been a beacon of innovation, providing solutions that streamline multichannel publishing, quality management, digital asset, and document management processes. Our product portfolio caters to all sectors, improving content creation and information management efficiency. WoodWing Software is a private limited company (BV) with headquarters in the Netherlands, offices in the US and Malaysia, commercial staff in LATAM, and a global partner network. The company was founded in 2000 and has a global workforce exceeding 200 employees.

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WoodWing

+31 6 28250666

[email us here](#)

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