news
asset
▶ PUBLISHING

An End-to-End Multimedia Cross-Publishing Solution for the evolving Media Company

Advanced Editorial/ Issue Planning and tracking, enhanced workflow, automatic layout and seamless cross-channel multimedia publishing of news from one system.
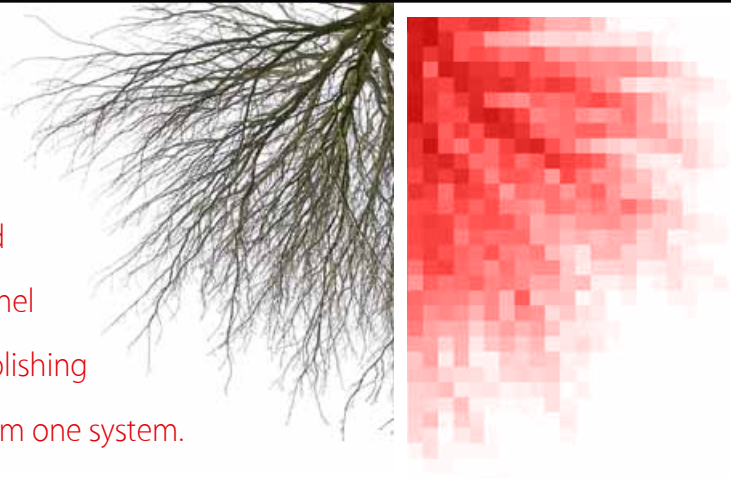
why users embrace **news**asset

- ▶ Multi-channel publishing from one production platform, incorporating ATC's 15 years of experience in media systems.

- ▶ Unique, end-to-end multimedia solution with flexible workflow control and real-time monitoring.

- ▶ Efficient receiving, planning, editing, production, archiving and publishing.

- ▶ Short production cycles, through improved editorial process, built-in image enhancement and automatic layout.

- ▶ Flexible and fully configurable solution, using media industry standards and channel–neutral formats, for fast deployment of multi-channel publishing.

- ▶ Grafical user friendly interface.

- ▶ State of the art Web 2.0 technology and social networking.

- ▶ Multilingual platform, available in Russian, Arabic, Polish, Romanian, Portuguese, English, French, Spanish and Greek.

newsasset is a sound investment

▶ Reduced costs due to simplified processes, shorter production cycles and editors' sound control over planning and production.

▶ Leveraging on Human Resources by easy, one-step editorial processes and efficient, two-steps cross-channel publishing.

▶ Fast and easy deployment of an All-in-One solution, based on industry standards.

▶ Unprecedented reach of customers using web 2.0 technologies that support transition from traditional Press to social media.

editorial planning

EDITORIAL & ISSUE PLANNING

Newsasset allows complex multi-edition print products to be easily created & monitored. It can support a variety of views and planning modes and allow multiple users to work on the same production planning.

While planning, several important elements are taken into account such as ad-customer requirements, technical specifications and editorial preferences. Being totally integrated with the editorial and pagination procedures it ensures fast management of a Newspaper or Magazine planning.

Template driven as well as content driven workflows can be both supported efficiently. Editors can choose a template for a layout/page and assign articles to journalists and photo editors or start from already written articles/produced content and associate them with layouts/pages.

Real-time overview of work progress for multiple issues of various publications. Deadlines can be defined and controlled.

content creation and aggregation

INTEGRATED MULTIMEDIA NEWSROOM

Newsasset supports the whole Life-cycle of news items: from planning, through gathering, selecting, creating and editing, to producing cross publishing and archiving.

The All–in–One system covers all multimedia assets, all types of workflow and all news asset management activities, via a friendly, industry-standard interface. Full support of channel independent content for a wide range of formats makes newsasset ideal for cross-channel publishing.

Messaging is undertaken by a purpose designed Engine. Enhanced Alert-based Notification is offered, undertaken by its dedicated Engine.

Newsasset co-operates with widely used tools, (MS Word, Open Office, Photoshop, etc) and is based on Industry Standards such as IPTC (NewsML, EventsML), ANPA, etc, making it a powerful and flexible solution.

ARCHIVING & SEARCHING

Newsasset offers advanced functionality for storing, searching and management of multimedia news assets, whether user-generated, web accrued, or wired. Use of a flexible and smart query builder, featuring a user friendly interface.

Search filters that match specific criteria are easily composed and applied. Consolidation of system filters is supported. Filter-specific Notifications can be defined by each user.

MULTIPLE RECEIVING SERVICES

Automated reception of news assets from multiple media, sources and wires using a configurable engine for ingesting news assets (files) from any source, delivery channel and format.

Supports all standard industry data formats and features serial port capability.

WEB ACCESS: A web based 'light' interface to enable system access from a standard web browser.

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adaption for multiple channels

REAL TIME MONITORING

Newsasset offers real time production monitoring capabilities. Top users, subject to permissions, can view all the production phases, as these evolve.

News Items & Articles can be previewed in the selected Print layout template before the layout process even starts; any necessary changes can be easily done so that content fits perfectly in the layout during the automatic/semi-automatic process.

Work progress at the layout stage can be also monitored real time for multiple issues & publications. As the layout/page fills up with text or photos, the progress automatically appears.

AUTOMATIC PAGE LAYOUT

Newsasset supports dynamic and seamless integration with layout application. It ensures Integration of the Planning, NewsRoom & Archive Departments with the Prepress and Page-Layout Departments.

Automatic Page Layout functionalities are available for print editions. Articles and relevant material can be provided to layout stage as "ready-to-fit" and can be also placed automatically into the layout/pages. After the automatic placement, content can be updated directly from the editorial database while the page layout can be also modified. Advanced functionality for editing layouts and managing layout templates is also available. Support of the most popular pagination software (InDesign, QXpress).

The above features result in substantial reduction of workflow production processing time and improvement in the quality of page layout.

MULTIPLE PUBLICATIONS /EDITIONS

Newsasset is able to support the simultaneous workflow monitoring and production of multiple newspaper and magazine titles with a single installation. This means that a new title can be easily created at any time and use the existing/new workflow for its publication.

Workflows can be easily configured through software parameterization. Role Based Access Control is supported, allowing users to belong to more than one Roles and thus being able to access/create material for more than one publications/channels.

WEB CONTENT MANAGEMENT AND DELIVERY

Newsasset covers the widely differentiated needs of media audiences by supporting both Web publishing, as well as user feedback and participation, whether structured, moderated or not.

Web 2.0 features are supported to address the emerging needs of on-line users, social networks and the Media World. A dedicated engine serves the purpose. Integration with other existing CMSs can be implemented upon customer request.

ADVANCED SECURITY FEATURES: Leading edge, proven technology used for the appropriate system security. Frequent version updates ensure technological consistency.

delivery channels

A huge improvement in the efficiency and reach of publishing is achieved, as news assets are diffused into multiple media, including most novel virtual channels, supported by leading edge technology.

NEWSPAPERS & MAGAZINES PRINTING

Newsasset offers a flexible channel-independent editing and an efficient pagination environment for the production of newspapers and magazines.

Journalists & Editors while working on a simplified editor/environment can easily preview News Items & Articles directly on the 'layout/page' before the layout process even starts getting a completely up-to-date WYSIWYG rendering of text and graphic contents. Through the editorial interface work progress at the layout stage can be monitored real time for multiple issues & publications.

WEB PUBLISHING, SOCIAL MEDIA

Newsasset, powered by ATC's i-box Portal Builder fully supports all Web publishing needs of a Media Group. The Group Portal can become the gateway to all services and products, offering state-of-the-art portal functionality, smart search and Web Marketing capabilities.

Newsasset also breaks the hard limits of own content by merging the news flow into digital social media, thus leveraging on shared and dynamic on-line generated content. All popular Web 2.0 features and social platforms are supported.

WEB SERVICES, RSS & PODCASTING

Newsasset supports delivery via Web Services (Pull and Push model) allowing end-customers to easily integrate feeds to their environment.

Fully integrated RSS support enables users to quickly subscribe to RSS news feeds which are automatically updated.

Podcasting is also supported providing an easy way to get series of digital media files (either audio or video) which they can reproduce at any time.

SATELLITE AND ALTERNATIVE CHANNELS

Structured delivery of news assets for broadcasting via satellite; FTP based transmission; e-mail–based distribution; serial port delivery.

MOBILE DEVICES AND E-READERS

Newsasset enables delivery of editorial feed to mobile native applications (i-Phone, Android, Blackberry, Windows Mobile, Symbian, J2ME) as well as customized Mobile Web solutions.

Newsasset features it own mobile native applications for Media Companies for delivery via industry-standard channels (e.g App Store).

New generation e-readers (i-pad, e-book) are supported.

DIGITAL SIGNAGE

Newsasset supports this novel feature for Merging News Publishing, Infotainment and Advertisement in large LCD screens in public areas, offering novel business opportunities for Agencies and Media Organizations working together.

EXTENDED API: An enhanced and well documented Application Programming Interface enables easy interaction with other systems.

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Crash - tested for robustness in an **Olympic Games** environment, employing state-of-the-art technology, Newsasset is based on an open architecture and complies fully with media industry standards. Advanced Editorial/ Issue Planning and tracking, enhanced workfllow, automatic layout and seamless cross-channel multimedia publishing of news from one system.

Newsasset Ltd in the Media Industry

Newsasset Ltd is a UK based spin-off company of ATC S.A., an International IT solution & services Company.

Newsasset Ltd is offering specialized, end-to-end vertical solutions for the Media Industry through the homonymous product suite and is continuously investing in novel technologies.
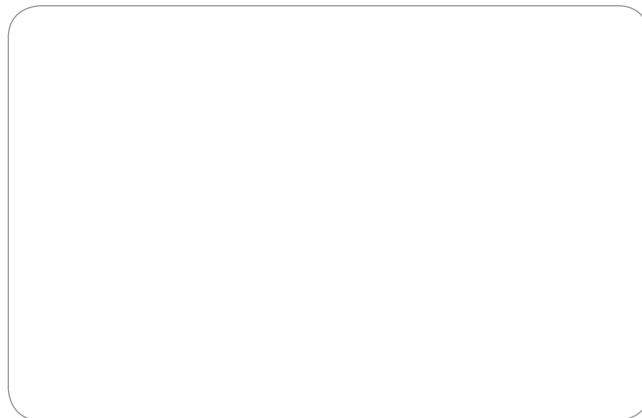
Newsasset suite is built around a powerful 'Integrated Newsroom' concept, with strong multimedia, multilingual and multi-channel publishing capabilities for print, web, mobile platforms and social media. Through newsasset, users of different cultures and background have already deployed innovative new business models and strategies, gaining competitive advantage. They managed to explore novel social network services and mobile platforms, or simply expand capabilities, streamline operations, by replacing a complex working environment with an all-in-one system.

Newsasset accumulates more than 15 years of expertise and benefits from the company's participation in international R&D projects under the European Union auspices. News asset customer and partner portfolio spans in many countries worldwide.

NEWS AS AN ASSET