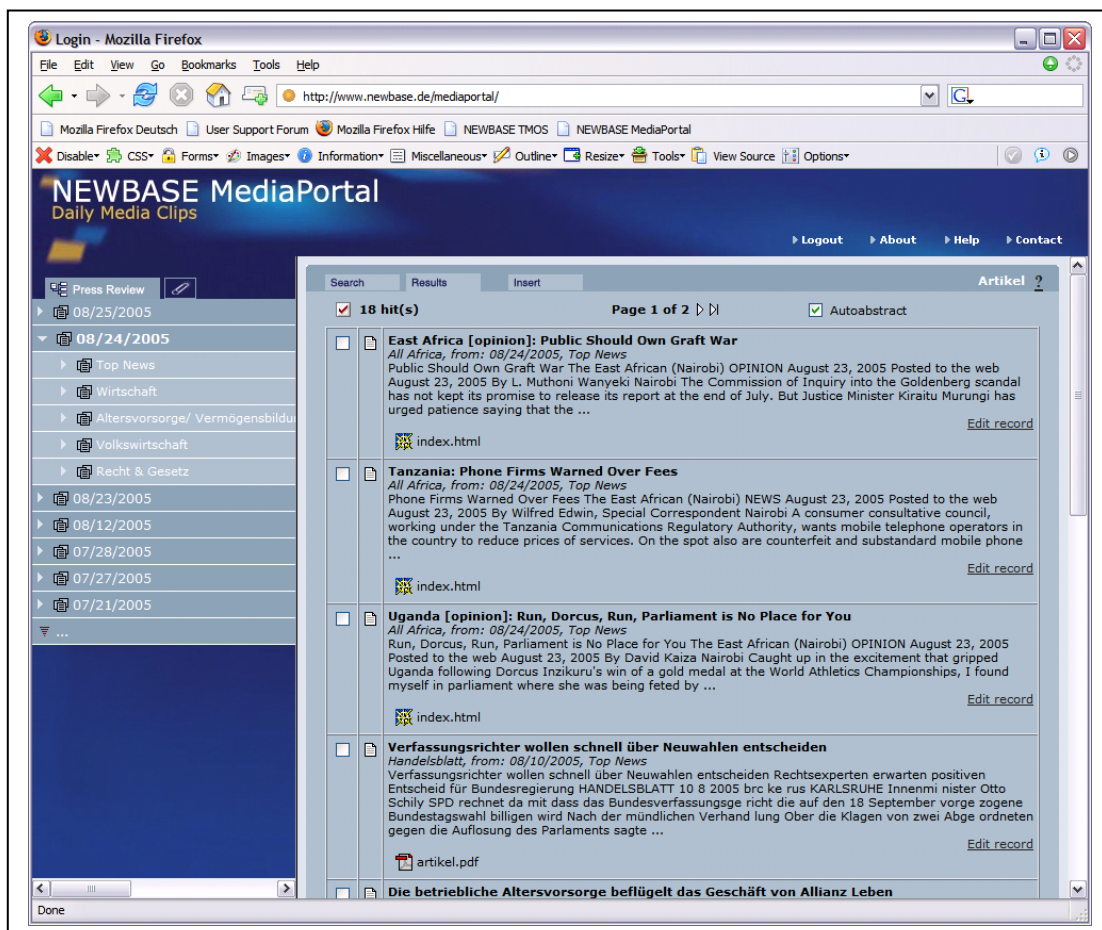


NEWBASE MediaPortal

NEWBASE MediaPortal is the central platform for the presentation of company-relevant media information in the Internet and Intranet not only for classical press reviews but also for reports from news agencies and Internet articles. This means that all personnel can be kept specifically informed about external news concerning the company or public institution from one centralized service.

With NEWBASE MediaPortal, service providers can offer their clients a clearly-structured and attractive program window in which the clippings and press reviews appear when published. The layout of the window can be tailored to individual client requirements. The integration of the customer's logo and background is included in the price of the product.



Features and Advantages of the MediaPortal:

Editorial assembly or automatic import

The articles derived from the press and Internet may originate from different NEWBASE systems (NEWBASE clipping systems, NEWBASE TMOS, NEWBASE iSpider, etc.). The data was originally put together during editing before being manually or automatically exported to the NEWBASE MediaPortal.

Dynamic structure

The table of contents, which also serves to navigate the content, contains a list sorted by the publishing date of the articles and the subjects. The navigation is adjusted dynamically for each import by inserting the additional topics, update dates, etc. This ensures that the information in the MediaPortal is always up-to-date.

Common presentation, copyright protection	The reader will quickly and easily retrieve news reports from each of the media of relevance to him or her, presented in a clear and common layout. Articles protected by copyright are offered as image documents (quasi-facsimile). The full text of articles and reports is additionally available where there is no copyright.
Multiple Search functions	The reader can furthermore employ full text, keywords and metadata when searching for media data. These options are defined by the administrator via the access rights.
PDF-Press Review	Articles can be collected in the Clip before being published as a PDF Press Review with cover sheet, bookmarks, table of contents (with short summaries) and the article pages. The PDF may be printed or sent or via e-mail.
Usage accounting	The NEWBASE Statistics module automatically records all accesses of individual media data that are protected by copyright in the NEWBASE MediaPortal. This allows the number of times a document was accessed to be recorded exactly.
Automatic deletion	It may be necessary for copyright reasons (e.g. in Germany) to delete article data after a particular period of time. This can be done automatically.
Advantages	<p>Clearly structured information, by topic and category</p> <p>Extensive search functions, including full text searches (applies only to documents that are not protected by copyright)</p> <p>Usage statistics for differentiated and therefore economic accounting for chargeable articles</p> <p>Any number of media formats can be presented</p> <p>Automatic import of new media information and dynamic adjustment of the contents</p> <p>Creation of individual MediaPortal layouts, reflecting a firm's CI</p>