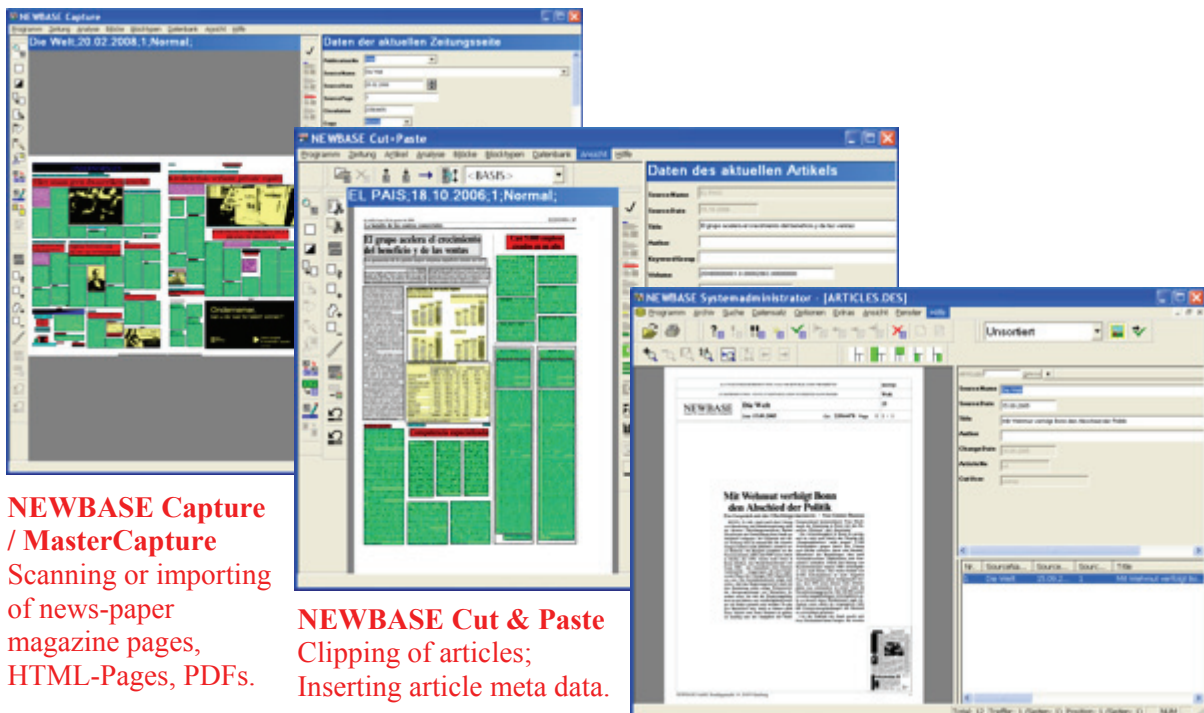


## **NEWBASE PressClipping 4.0** **High-quality clippings with individual design!**

Readers of media evaluations have high quality expectations, which are hard to achieve when clippings are produced manually. In manual production articles are often misaligned, copies can only be prepared in black-and-white, and press reviews are lacking a logo or important metadata. On the other hand, producing the clippings digitally with a NEWBASE PressClipping system offers many advantages:

- You can use widely differing media channels: Scan print pages or import digitally stored media data (scanned print sources, articles from Internet, agencies etc.).
- You can clip Internet articles and export them into the NEWBASE system with just a few mouse clicks,
- The clippings are placed accurately on individually designed forms with company logo and data fields. Everything can be provided in colour if required,
- All accumulated clippings including their metadata are stored in a database for a period allowed by the licensing legislation, and can be researched later,
- You can import the clippings to an intranet portal where the reader will find an individual selection of articles sorted by subject.



**NEWBASE Capture / MasterCapture**  
Scanning or importing of news-paper magazine pages, HTML-Pages, PDFs.

**NEWBASE Cut & Paste**  
Clipping of articles;  
Inserting article meta data.

**NEWBASE Administrator**  
Data and table administration; Print-Out, PDF Output or export, keywording etc.

The characteristics of NEWBASE PressClipping System:

**NEWBASE  
Capture**

- Import printed materials via scanners in b&w, greyscale and colour TIFF and JPEG import\* and PDF import\*
- Import from the Internet using HTML scanner\*
- Article Import from Newspaper Licensing Agencies\*
- Scene analysis as an automatic tool for separating an article into its component elements such as title, subtitle, author, image, image description, text block and others.
- Page OCR: fulltext for scanned pages is used for all other processes, which means OCR license fees can be saved
- Editing the scanned pages: rotating, straightening and cropping, removing marks, inverting, joining pages etc.

**NEWBASE  
MasterCapture\***

- Import of scanned pages or other documents in the following file formats: HTML, JPEG, TIF, PDF
- Automatic import: New documents are automatically imported from directories which were assigned to the respective sources (newspapers, magazines, online media etc.).
- Scene analysis for quality control.
- Brightness, contrast and threshold value can be set for the import

**NEWBASE  
Cut & Paste**

- Electronic clipping of articles at the Cut&Paste workstation
- The use of the colour system allows scanned or imported pages to be displayed and processed in black & white, colour or hybrid mode. automatic recognition of metadata (source, title, author and others)
- automatic text recognition incl. correction option for headings
- manual allocation of articles to rubrics and sub-rubrics
- manual keywording (automatic keywording\*)
- article's original position on the page is shown on a thumbnail (slide)
- Scene analysis (see NEWBASE Capture)

**NEWBASE  
WebShot**

- Quick and easy production of online articles
- Disruptive elements such as advertising and menus are easily removed
- Semi-Automatic entry of metadata
- Semi-Automatic saving and entry of source names or other metadata
- Direct export with all metadata into a NEWBASE system

**NEWBASE  
Administrator**

- Administration of data and tables for individual customisation.
- Comprehensive data and network security through the database-based structure of the system
- Printing clippings
- the single clippings are delivered as PDF files (with searchable fulltext\*) and the metadata as SDF files. The data is available for importation into one of the client's systems or our MediaPortal.

\* optional feature

**System Requirements**

Please contact us for the list of supported scanners and system requirements.

**Do you need further information?**

Please contact us:

- E-Mail: [sales@newbase.de](mailto:sales@newbase.de)
- Phone: +49 040 89002 0

---

**About NEWBASE**

Service providers, businesses and public authorities have been relying on the quality of NEWBASE products since 1989. Documents and information from numerous media channels are selected, interpreted, assessed and distributed with our systems and services. NEWBASE solutions ensure exacting observation of the media and therefore form the basis for successful PR work.

Our clients attach importance to reliability and high quality. They always want to be right up-to-date. And they insist that they should never be left on their own.

We are very successful because we are aware of this and because we always take notice of our clients' wishes. It's not without reason that our NEWBASE solutions are being used all over the world to evaluate the media within schedule and controlled by profiles.

Irrespective of whether you use our programs or our services, we will support you in finding the optimum solution to meet your individual requirements.

We see ourselves as a partner. As a partner that noticeably shortens your road to success with our committed service, comprehensive offerings and reliable programs.