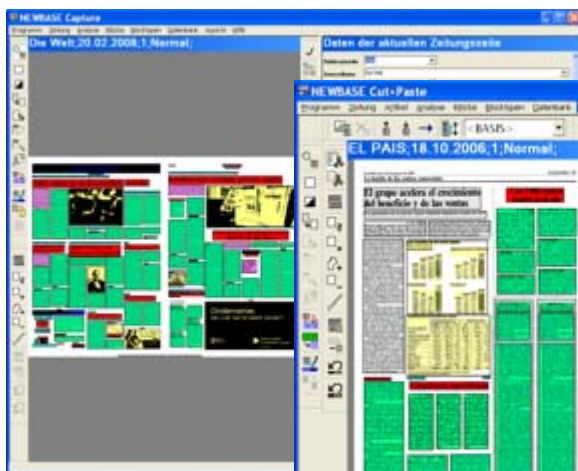


## NEWBASE PressPortal 4.0

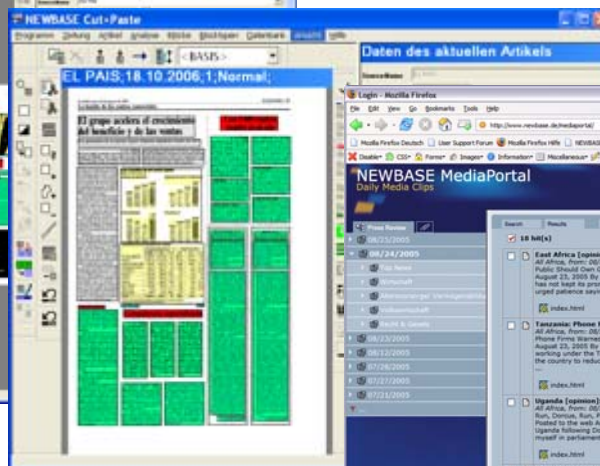
### High-quality press review in an individually designed Intranet Portal !

Readers of media evaluations place high demands on quality; demands that are difficult to achieve with a manual press review production. The articles in a manual production are often misaligned; copies can only be made in black and white; a logo, important metadata or the list of contents are missing in the press review. Digital production of the clippings with a new NEWBASE PressPortal system, on the other hand, offers many benefits:

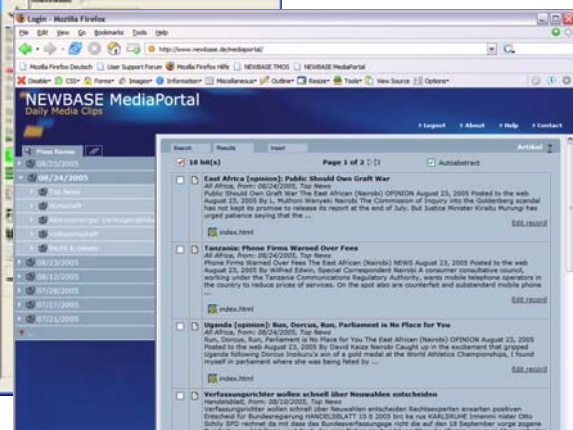
- You can use all different kinds of media channels: you can scan print sources or import articles from the Internet, from the PMG or other sources.
- The clippings are aligned exactly on individually designed forms that include the company logo and data fields, if desired in a full colour presentation.
- The articles are grouped into a press review in any sequence you want in the press review module, the press review can then be printed with a cover sheet and list of contents or released in PDF format.
- All recorded clippings are stored with their metadata in a database for a period permitted by copyright law and can be processed at a later date.
- You can import the press review data into the MediaPortal, in which the reader will find an individual selection of articles that are sorted by subject.



**NEWBASE Capture**  
Scanning or importing from newspapers or articles



**NEWBASE Cut & Paste**  
Clipping of articles; metadata entry



**NEWBASE MediaPortal**  
Online article presentation according to category; search function, compilation of a press review, list of contents

## Features of the modules

The modules of the NEWBASE PressPortal system have the following features:

### **NEWBASE Capture**

- Printed material via scanner (b/w, grey scales, colour)
- PDF import\* and TIFF and JPEG import\*
- Import articles from licensing agencies\*
- Import from the Internet with integrated HTML scanner

### **NEWBASE WebShot**

- Marking and release of online articles
- Simple removal of irrelevant elements such as advertising, site menus
- Automatic entry of metadata
- Automatic saving and entry of source names or other metadata
- Direct export with all metadata into the NEWBASE system

### **NEWBASE Capture Cut & Paste**

Scene analysis as an automatic tool for separating articles into their component parts such as title, subtitle, author, image, image caption, building block etc.

The use of colour systems allows the output and processing of pages in black-and-white, colour and hybrid mode.

### **NEWBASE Cut & Paste**

- Electronic clipping of articles at the Cut&Paste workstation
- Automatic recognition of metadata (such as source, title, author etc.)
- Automatic text recognition incl. correction option for headings
- Manual keywording of articles to categories or subcategories
- A thumbnail (slide) is used to show the article's original position on the page

### **NEWBASE PressReview**

- Highlighting of the key words (visible in the printout)
- Insertion of comments\*
- Output as a press review PDF file
- Output of the clippings via printer
- Output of the articles as a PDF file (with full-text search option\*) and the metadata as an SDG file. The data is available for import into a customer's own system or our MediaPortal

### **NEWBASE Administrator**

- Database search, table administration.

### **NEWBASE MediaPortal\*\***

- Information clearly structured by subject and category
- Extensive search functions, including full text search (applicable only to documents not protected by copyright)

- Usage statistics for differentiated and thus economical invoicing of chargeable articles
- Any number of media formats can be depicted
- Automatic import of new media information and dynamic alignment of the contents
- MediaPortal Layout (logo, background), customised in accordance with your own specifications

\*optional features, that you can buy as extras

\*\*you will find more detailed information about the NEWBASE MediaPortal in a separate flyer available on request

### **System requirements**

We would be glad to send you the current system requirements and a list of the scanners supported. Please contact us via the Email address below or just give us a call.

### **Do you need more information?**

We would be glad to help. You can reach us via the following contacts:

- Email: [sales@newbase.de](mailto:sales@newbase.de)
- Telephone: +49 040 89002 0

## **About NEWBASE**

Since 1989 leading clipping and media observation services have been relying on the quality of NEWBASE products. Documents and information from numerous media channels can be selected, interpreted, evaluated and distributed with our systems. NEWBASE solutions guarantee sophisticated media observation and so form the basis for successful PR activities.

Our clients place great value on reliability and quality. They always want to stay abreast of the times. It is because we know what our clients need that we are so successful. It is the reason why our NEWBASE solutions are used all over the world for timely and profile-driven evaluation of the media.

We see ourselves as a partner. A partner that will shorten your way to success with a committed service and reliable programs.