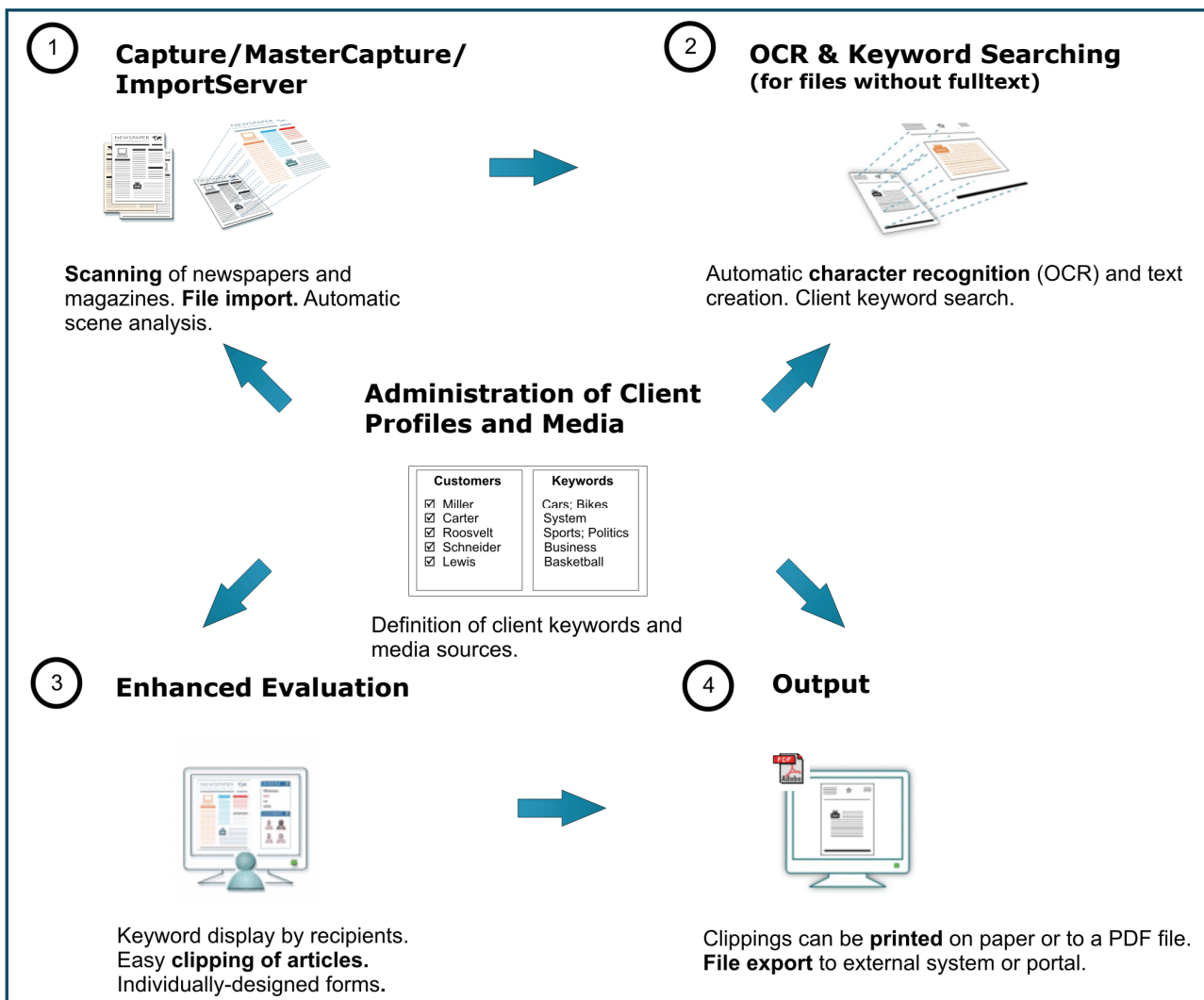


NEWBASE PressProduction 4.0

For production processing of over 100 articles a day. NEWBASE PressProduction for services is used for the digital production of colour or black & white press clippings or press reviews. One of the main characteristics of this system is the electronic editorial system: client-specific keywords are highlighted on the newspaper page allowing the editor to quickly decide which articles should be clipped. The clipped articles are automatically allocated to the client selected.



After scanning or importation of a file, the OCR module performs the character recognition process. Each word in the text is automatically compared to keywords which were defined for each client.

Keywords found in the article texts are marked in the text. The articles are already allocated to individual clients at this point, making the assessment of the articles in the Enhanced Evaluation module easier for the editor. The editor can then clip the article with the easy-to-use tools.

The articles are saved in a database thereby remaining available for later research. You can either print the clippings, convert them to PDF or distribute them in the form of export files,

which might be used in a client's own portal, for example. If desired, the distributed PDF text can be retained in fulltext form for subsequent searches.

Functions of the NEWBASE PressProduction System:

Print media input

Input sources:

- Printed materials via scanners in b&w, greyscale and colour
- ePAPER and PDF import*, TIFF and JPEG import*
- Import from the Internet using integrated HTML scanner*
- Page OCR: recognized fulltext for scanned pages is used for all other processes, which means OCR license fees can be saved

NEWBASE MasterCapture*

- Import of scanned pages or other stored 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 ImportServer (optional)

- Automatic import of articles or scanned pages of papers, magazines etc.with/without full text
- ePAPER and PDF import, TIFF and JPEG import
- Automatic clipping and placing of NLA PDFs

Scene Analysis

Scene Analysis is an automatic tool for separating article elements, automatically differentiating elements such as headings, sub-headings, author, image, image signature, text blocks and others.

Clipping with Enhanced Evaluation

- Highlighting of client keywords in the text, client selection list, processing status for individual clients, client-specific notes for the editor
- electronic clipping of articles
- automatic metadata recognition (source, title, author and others)
- automatic text recognition incl. correction option for headings
- manual assignment of articles to rubrics and sub-rubrics
- article's original position on the page is shown on a thumbnail (slide)

Colour system

The use of the colour system allows scanned or imported pages to be displayed and processed in black & white, colour or hybrid mode.

NEWBASE Press Review*	Unrestricted layout of clippings on individually-designed forms in NEWBASE Press Review. Highlighting of keywords (also in the printout). Printout or delivery of press review as PDF file.
Client profiles	Definition of publications lists and keywords (also with operators) for individual clients.
Client keywording	Automatic keyword searching of newspaper pages, use of search strings in keywords.
Keyword highlighting	In Enhanced Evaluation: keywords found are highlighted for each client, notes for the editor.
Data administration	Database searches, table administration in the Administrator module.
Standard	Various delivery possibilities: <ul style="list-style-type: none">• Clippings printed out• The articles are delivered as PDF files (with searchable fulltext*) and the meta data as SDF files. The data is available for importation into one of the client's systems or our MediaPortal.

***optional, additional charge**

Advantages over manual production of press clippings or reviews:

- Time savings through simultaneous clipping and automatic assembly
- Acceleration of the production process leading to faster provision up to 30%
- Electronic reading system increases the hitrate up to 30% in comparison to a single, manual reading process
- Standardised forms with metadata such as circulation, date and rubric
- Multiple, automatic use of clippings fitting to multiple clients
- Easy dispatching of clippings as PDFs to portal systems

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
- 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.