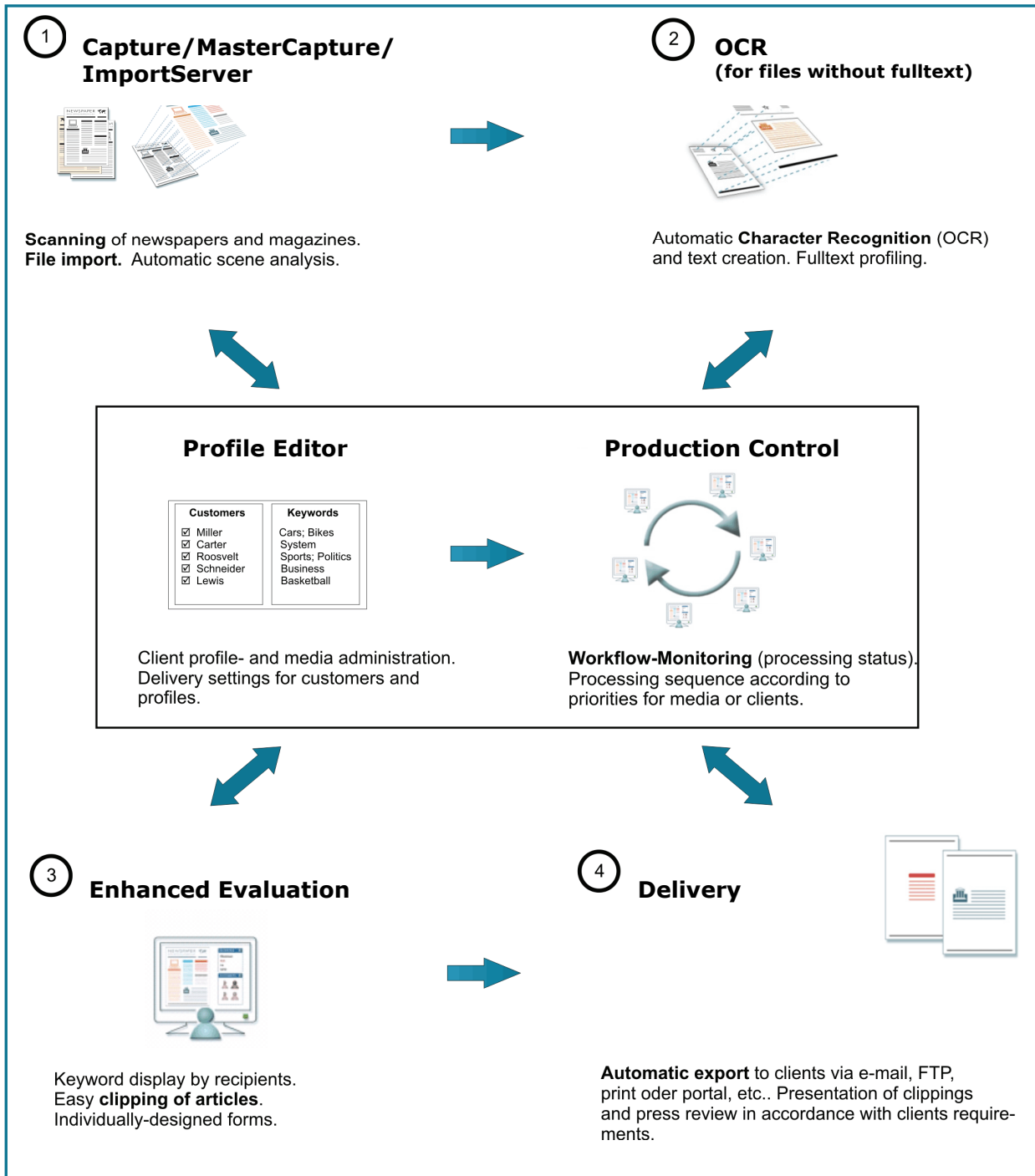


NEWBASE PressWorkflow

For production processing of over 500 articles a day. NEWBASE PressWorkflow is used for the professional production of a wide variety of press clippings. Workflow control, a powerful fulltext search and publications filter facilitate the processing procedure. Automatic distribution allows individual client requirements (delivery method and timing, layout, logos and others) to be met.



This system was specifically developed for efficient handling of large production volumes.

An essential feature is the systematic processing of client requests with the help of the production control system. This allows for the clippings to be sent out at specific times.

You can scan in print media or import files such as ePAPER and JPGs. The evaluation and clipping of articles in the EnhancedEvaluation module is supported by scene analysis, keyword highlighting and easy-to-use tools.

Client profiles form the basis of electronic retrieval of relevant content from a magazine or newspaper page as well as the automatic allocation and delivery of clippings in accordance with the requirements of individual clients. The system's scalability enables flexible evolution in line with future increases in production volume.

The Workflow System is tailored to your requirements during project planning. The following optional functions may be used:

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: fulltext recognition 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 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

- 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	<ul style="list-style-type: none">• Highlighting of client keywords in the text, client selection list, processing status for individual clients, client-specific notes for the editor• processing according to specified workflow sequence• keyword search in profiles• electronic clipping of articles• automatic metadata recognition (source, title, author and others)• automatic text recognition incl. correction option for headings• manual rubric assignment (one step)• article's original position on the page is shown on a thumbnail
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.
Workflow Management	Production monitoring and control. Creation of service types so that various services can be offered. Management of editors and other users.
Profile administration	Powerful, client-oriented administration of profiles.
Client and publications filter	Assignment of processing priorities for clients and publications. Publications can be grouped.
Fulltext search syntax	Support for fulltext search syntax including punctuation for efficient profile definition.
Selection/evaluation	Improved support for the editor through new profiling. Profile search, to assign an article to an additional client.
Collation of media	Automatic collation of press reviews or media incl. cover sheet and table of contents (according to individual rubric assignments).
FormsEditor	Creating individual forms for clippings or press reviews
Delivery	Automatic delivery of clippings or the press review <ul style="list-style-type: none">• to the archive (NEWBASE IS)• to the NEWBASE MediaPortal• to other portals• Intelligent PDFs• Via Email, FTP

Complementary advantages to NEWBASE PressProduction:

- Production control for the processing of large production volumes
- Automatic delivery according to individual client requirements (delivery method, layout, logos)
- Individual layouts and logos in colour
- Powerful profiling system; Improved keyword searching through various search methods and newspaper filters
- Delivery methods can be linked to profiles, allowing clients' needs to be met automatically using different methods
- Dynamic profiling: modifications become active immediately
- Deliversystem is scalable in accordance with production volume (additional delivery workers)
- Scalability of the complete system

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.