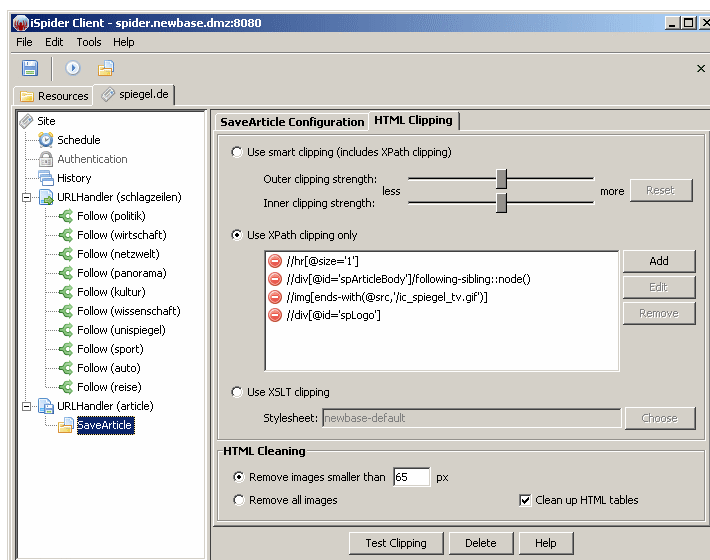


NEWBASE iSpider

Automated storage of Internet pages or clipping of Internet articles !

Leading newspaper publishing houses, online magazines, but also forums and blogs provide a continuous flow of up-to-the-minute information on the Internet, information that cannot be omitted if media observation is to be complete. Until now, however, Internet observation has involved great effort, as the contents must be searched, evaluated, saved and then imported into a clipping system. This time and effort is considerably reduced if the NEWBASE iSpider is used.

- **Fully automatic observing of defined websites:** The program analyses websites at preset intervals and identifies new articles.
- **Fully automatic capture of the website with the article:** If a new article is discovered, the program saves the whole site including the metadata (name of the website, topic, author etc.).
- **Fully automatic article clipping:** In the enhanced version of the program the article is clipped from the website. Whereby all irrelevant elements such as advertising, menus etc. are removed automatically. Metadata (name of the website, topic, author etc.) are also saved.
- **Fully automatic saving and classification:** The websites or articles are saved in the database. If you maintain reader profiles, the program automatically searches for key words in the contents. The articles are allocated to the topics on the basis of the key words found.
- **Release in the portal:** The Internet articles can be presented in the NEWBASE MediaPortal along with other articles from various media channels. In other words, all articles are available in one Intranet.



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Automated storage of websites
or clipping of Internet articles !

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
 - Telephone: +49 040 89002 0
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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.