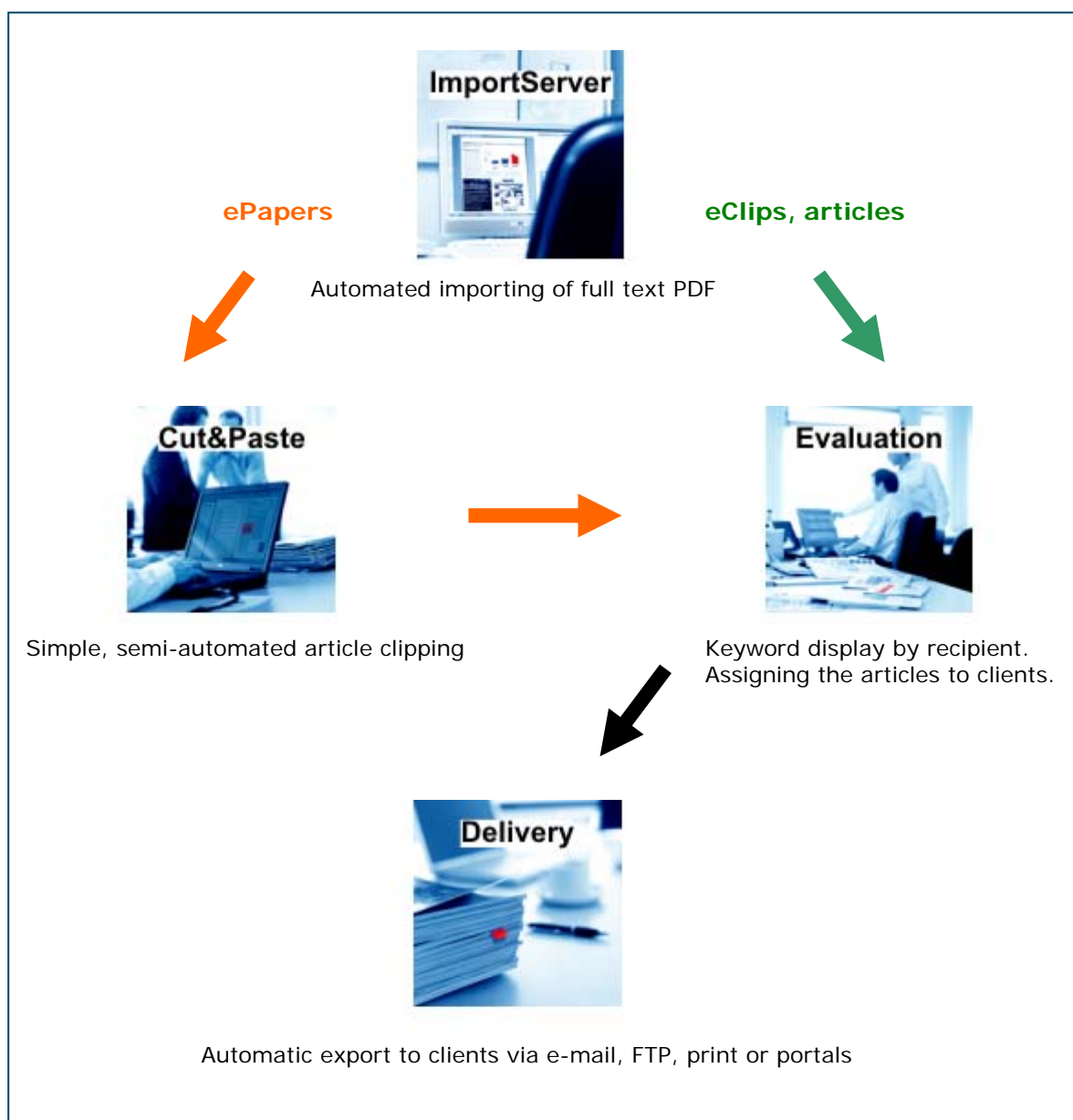


## NEWBASE eClipping

### For a fast and efficient clipping production from PDF sources !

Ever more publications become available in digital formats, with the most dominant being PDF with full text embedded. With the innovative NEWBASE eClipping system you can take full advantage of those technologies through shortened clipping production for a faster article delivery at better quality.



**Figure 1:** The NEWBASE eClipping System

One of the main characteristics of this system is the NEWBASE ImportServer Module: The NEWBASE Importserver was developed to automate importing and processing of delivered (full text) PDF's. With the integrated full text channel the embedded full text is extracted and used for keywording and creation of article full text throughout the workflow. This way an additional OCR becomes obsolete.

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. For imported eclips with full text also the cutting process is not needed and articles are immediately assigned to clients.

The articles are saved in a database thereby remaining available for later research.

### **Functions of the NEWBASE eClipping System:**

<b>Media input</b>	Input sources: <ul style="list-style-type: none"><li>• Fulltext PDF (ePAPER, eClips)</li></ul>
<b>Clipping with Enhanced Evaluation</b>	<ul style="list-style-type: none"><li>• Highlighting of client keywords in the text, client selection list, processing status for individual clients, client-specific notes for the editor</li><li>• electronic clipping of articles</li><li>• automatic metadata recognition (source, title, author and others)</li><li>• automatic text recognition incl. correction option for headings</li><li>• manual assignment of articles to rubrics and sub-rubrics</li><li>• article's original position on the page is shown on a thumbnail (slide)</li></ul>
<b>Colour system</b>	The use of the colour system allows scanned or imported pages to be displayed and processed in black & white, colour or hybrid mode.
<b>Client profiles</b>	Definition of publications lists and keywords (also with operators) for individual clients.
<b>Client keywording</b>	Automatic keyword searching of newspaper pages, use of search strings in keywords.

### **Advantages:**

- OCR is no longer needed, resulting in licence fee savings for OCR programs and servers
- faster and higher quality processing of PDF fulltext and faster article delivery
- available as stand alone system as well integrated into NEWBASE Press Systems
- seamlessly scalable on import and output volume