

## NEWBASE Press Release 10/08

### **NEWBASE introduces fully digital workflow solution with NEWBASE eClipping**

(pressebox) Hamburg, 31.10.2008 - Increasingly more print publications are becoming available in PDF format with full text already embedded (e.g. full text ePapers). The advantages of these formats are now fully used by the innovative NEWBASE eClipping system: PDF publications are imported with NEWBASE ImportServer technology whereby the embedded full text is automatically extracted and used for key wording, highlighting and the creation of article full text throughout the workflow up to the delivery of the full text article PDF. Optical character recognition programs (OCR) become obsolete, saving on licence fees for programs as well as servers and resulting in increased overall performance, leaner system requirements and better recognition results. NEWBASE eClipping works both as an independent stand alone system as well integrated in or combined with other professional NEWBASE applications.

Andreas Rath, International Manager at Newbase GmbH: "With NEWBASE eClipping we take into account the ever changing workflow requirements away from the traditional scanning process and progresses with available import formats such as full text embedded PDF's. With this system we can offer our clients a performing and cost efficient clipping solution as entry into the fully digital processing or as an addition to already existing press monitoring environments while using advanced technology to further enhance and optimize production processes."

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About NEWBASE GMBH:

NEWBASE GmbH is creating, implementing, and marketing customized software with which documents and information from both printed and electronic sources can be selectively extracted, processed and distributed. Our demanding solutions also provide a tailor-made key to forming opinion and acquiring knowledge in projecting activities in the formulation of both everyday and more crucial questions to worldwide users from the information departments, editorial offices and archives of well-known concerns, organizations and government departments. [www.newbase.de](http://www.newbase.de)

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