alfa **Media**Suite

MediaSuite

THE DO-IT-ALL SOLUTION FOR CROSS-MEDIA APPLICATIONS. Today, an increasing number of communication channels must provide information faster than ever before. As a result, media companies are under ever increasing time pressure. Long gone are the days when information merely contained text or images. Now it comprises video and audio files as well. Countless media objects must be supported for cross-media reporting in order to ensure that your readers are the first to get headline news.

The alfa MediaSuite by alfa Media is a multi-channel editorial system. This do-it-all solution for cross-media applications is an authoring system where content is captured only once and can then be used for all current media and channels. The browser application means that editors can work independent of time or location.

MEDIA-NEUTRAL CAPTURING The processing of news and multi-media content is done in a media-neutral manner and can either be inherited by all channels or modified specifically for each channel.

- All content uses standard data formats for all publications.
- The content is inherited according to freely definable specifications.
- Mobile usage of the content via alfa MediaSuite Touch.

SUPPORTING WORKFLOWS The alfa MediaSuite is the central application for content creation. This way, previously separate processes now converge at a single point, thereby guaranteeing more transparent workflows. As a result, the content can be provided within a short period of time.

- Automated workflows reduce the workload and prevent mistakes.
- Process monitoring increases the publisher's efficiency.

CENTRALISED MANAGEMENT Efficient use of content means that it only has to be captured and saved once in its centralised version – whether it is destined for use in print, online or other channels. The capture and management of articles, images, pages, video, audio and multi-media dossiers is extremely user-friendly.

The alfa MediaSuite is a complex editorial and authoring tool, which is intuitive and easy to use. It offers all of the options of classic print production. alfa MediaSuite also offers functions and connectivity to state-of-the-art media production. The alfa MediaSuite is supplemented by applications, which can be used on smartphones or tablets:

alfa MediaSuite Touch is the tool for the mobile editor, whereas alfa News+ allows the creation of mobile content and alfa Global Purchase provides a comfortable reading experience.

Mobile

COMFORTABLE FUNCTIONS An application that is intuitive and easy to use is essential when it comes to creating efficient workflows. This is supported by the integrated spell checker and automatic semantic tagging, which can also be qualified manually by the editor.
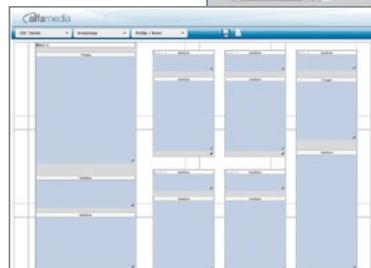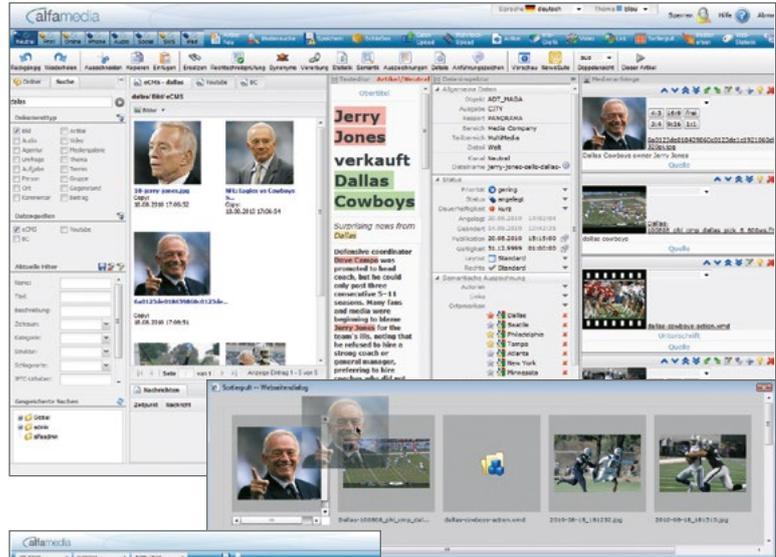
An intuitive full-text search function or the ability to search for administrative data ensure that all relevant documents such as agency reports, photos, video and audio files, subjects and dossiers are found.

COMPREHENSIVE ONLINE FEATURES With regard to the interaction with the reader, online features offer virtually limitless possibilities.

- Own image and video galleries can be created and YouTube videos embedded quickly and easily.
- Working alongside the alfa PortalSuite enables you to use voting functions to collect information about readers' opinions and attitudes.
- The open dialogue with readers is supported by comment and letters-to-the-editor functions.

FUNCTIONAL SCOPE Furthermore, the alfa MediaSuite offers functions from classic print and media production, examples of which are listed in the following:

- Definition of inheritance structures
- Use of a wide variety of document types
- Media search for all document types
- Free definition and control of publication channels such as print, online media, smartphones and tablets as well as social media (facebook, Twitter)
- Comprehensive editing functions
- Comprehensive notification concept
- Multi-lingual text-to-speech functionality
- Automated semantic indexing according to different criteria
- Management of internal and external links
- Spell checker
- Thesaurus
- Files and media galleries can be uploaded
- Integration of Google Maps
- PDF as a scrollable document
- Generation of information graphics
- User-generated content: upload of text, images, videos, audio via browser, email, iPhone, text message
- Involvement of readers via letters to the editor, assessments, comments, voting
- Access to statistics (text statistics, web statistics)

The alfa MediaSuite captures all of the data only once. It then centrally stores the data and provides it to all communication channels. The tools of the alfa MediaSuite can be used for both print and online media production. This way, the alfa MediaSuite is the do-it-all tool for cross-media applications.

The alfa mediaComposer makes the layout of multi-media content, which is tailored to IOS or Android consumer devices, easier.

ALFA MEDIACOMPOSER FOR ALFA NEWS+ alfa Media Composer is a tool that places a wide range of different content for creating customized layouts for mobile publications. alfa mediaComposer allows simple navigating using an optimized design grid for the positioning of content from the alfa MediaSuite. It allows the manual or rule-based make-up of multi-media objects as well as the presentation of content in a manner that is tailored to iOS and Android consumer devices using alfa News+.