



alfa MediaSuite

The multichannel editorial system from alfa Media
Our do-it-all solution for cross-media applications

- Enhanced efficiency thanks to consistent, centralised formatting of multimedia documents
- A full range of media types are supported – for virtually unlimited cross-media reporting possibilities
- The browser application removes any limitations on time or location for editors



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Use new media efficiently with alfa MediaSuite

Content - the invaluable resource of every media company. Using content efficiently and economically means making it available as quickly as possible to the widest audience, regardless of its location. The alfa MediaSuite cross-media editorial system precisely fulfils this requirement. Content is captured once only and can then be deployed to all media and channels. Your readers are the first to be informed of the most important news, either online, by SMS, RSS or E-mail!

Content is automatically used for all channels

Time is a decisive factor in the media business. With alfa MediaSuite, content is acquired once in a media-neutral manner and forwarded – all types of media in all channels!

- In this context, all content uses standard data formats so it can easily be used in all channels
- Content is inherited by all channels based on customisable specifications – likewise, channel-specific editing is also possible
- With iMediaSuite, content can be easily displayed on the iPhone™

Supporting workflows

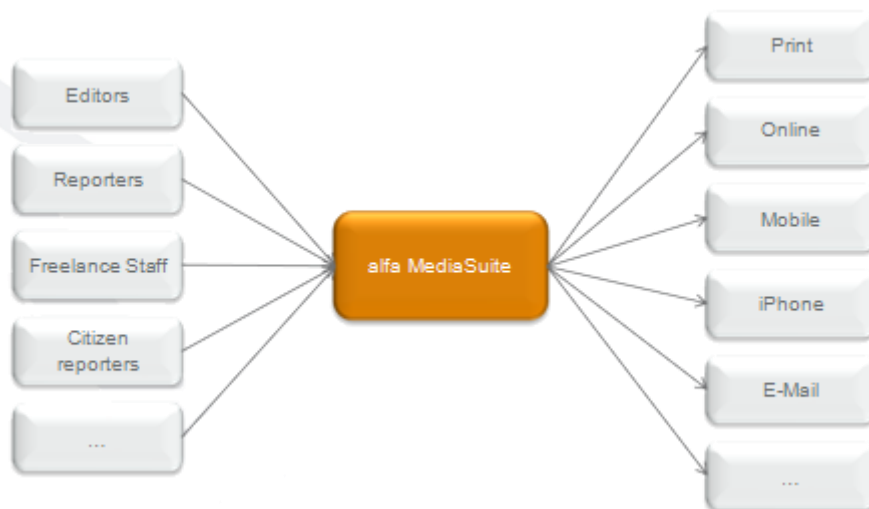
alfa MediaSuite is the central point for content creation – combining the previous separate processes – guaranteeing more transparent workflows.

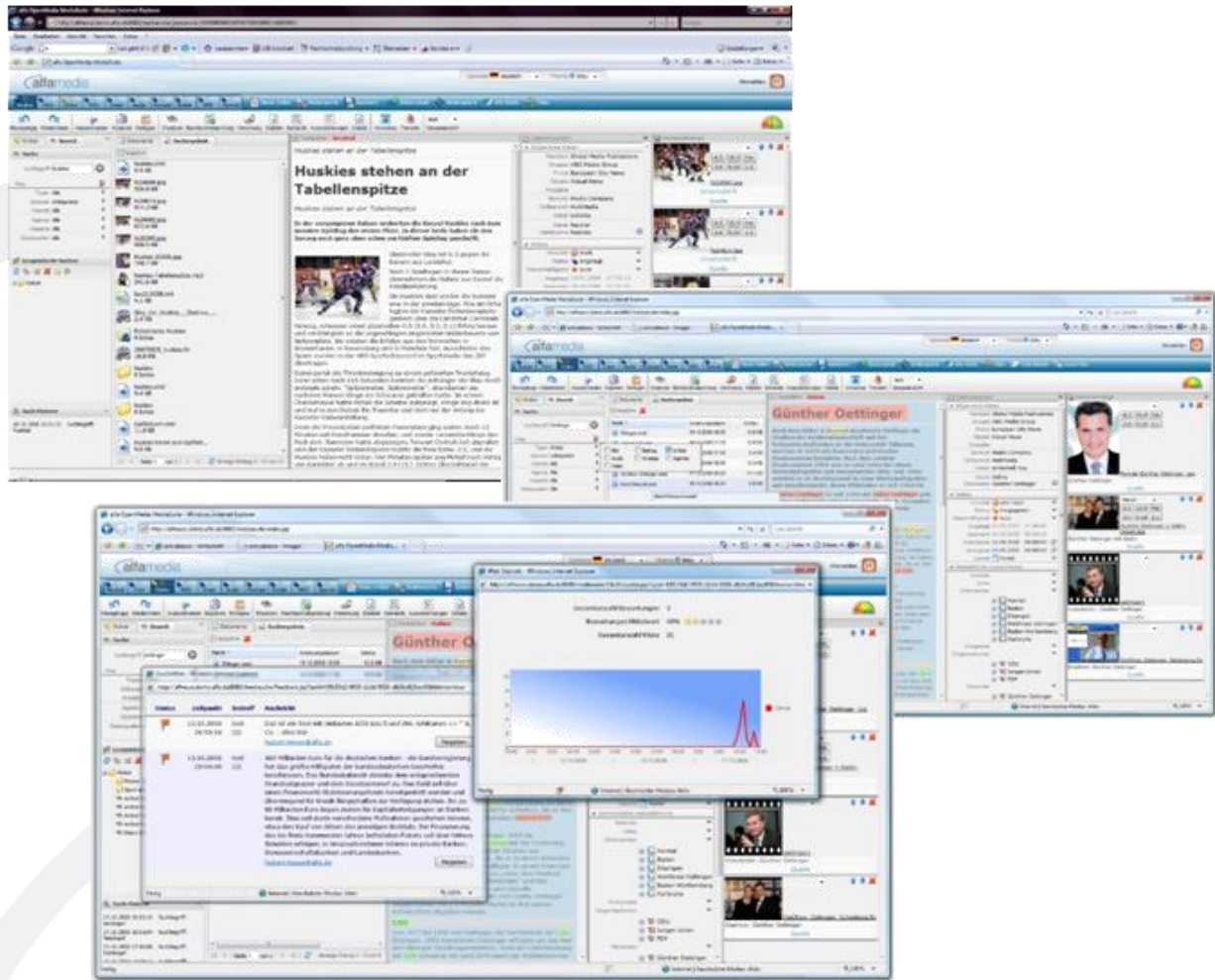
- Automated workflows reduce the workload and prevent mistakes
- All processes are monitored, boosting your company's efficiency

Central management of all cross-media content

Efficient use of content means it only has to be entered and saved once – whether it's destined for use in print, online or other channels.

- User-friendly article capture and management, Images, pages, videos, audio and multimedia dossiers. Even Adobe InDesign, QuarkXPress and other DTP products are supported
- All content is centrally stored – different versions, languages, standard formats





Simple to operate with convenient functions

An application which is intuitive and easy to operate is critical when it comes to creating efficient workflows.

- Use the integrated spell checker in alfa MediaSuite to prevent errors
- Automated semantic tagging makes it easy to link web content
- 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 are found

Support for more comprehensive online features

Online features offer almost unlimited possibilities when it comes to interacting with readers.

- Dedicated image and video galleries and YouTube videos can be added easily and quickly
- alfa Portal Suite enables you to use voting functions to collect valuable information about readers' opinions and attitudes
- Dialog with readers is supported by comment and letters-to-the-editor functions

Based on standards

alfa MediaSuite is based on standards – a key factor when you want to add extra functions in the future

- The Internet is the infrastructure – so it doesn't matter where the users are or what platform they use to access it; an Internet browser is all that's required
- Thanks to the use of web services, even external systems can easily be integrated
- XML definitions and structures are used to simplify the further processing of data



Functional Scope

All publication channels can be user-defined e.g.

- Print
- Online
- Audio
- SMS
- iPhone™
- ...

Definition of inheritance structures

Use of a wide variety of document types

- Articles
- Topics
- Agency reports
- Images
- Media galleries
- Video
- Audio
- Advertisements
- Calendars

Media search for all document types

- Full-text research
- Use of additional search filters
- User-specific storage of search queries
- Federated Search via many sources

**Direct access to
alfa OpenMedia eCMS**

Comprehensive editing functions

- Use of text and image boxes
- Listings and pagination
- Table functionality
- Dynamic content (date, time, ranking etc.)

**Automated semantic
indexing according to**

- Keywords
- Persons
- Locations
- Organisations
- Events
- Authors

**Management of
internal and external links**

Spell checker

Thesaurus

Files and media galleries can be uploaded

Agency reports and images

- Evaluation of IPTC information

**Control publication
in the various channels**

Integration of Google Maps

PDF as scrollable document

Generation of information graphics

Access to online statistics

- Most read article
- Highest rated article

User generated content

- Upload text, images, video, audio
- Upload via browser, E-mail, iPhone, SMS

Involve the reader with the aid of

- Ratings
- Comments
- Voting

**Comprehensive
notification concept**

**Multi-lingual text-to-speech
functionality**

Text statistics