

Solutions for People

All media companies live by bringing content to audiences – editorial and advertising.

We manage the lifecycles of all the different categories of content with OpenMedia CMS.

OpenMedia CMS

**Complete li-
fecycle ma-
nagement of
all content
categories**

**Comprehensive
archive
and
research
functionality**

**Fully open
platform
for all
publishing
applications**

Content Rules

- Whether dealing with text, image, sound or video in the form of editorial content or advertising, it is all content – and it needs to be managed carefully.
- A media company's competitive edge rests on its capability to be able to use its acquired content in different media through different channels.
- That's why the heart and foundation of all alfamedia solutions is the enterprise content management system OpenMedia CMS.
- True cross-media publishing and multi-channel publishing is not practically feasible without a strong management platform for content.
- OpenMedia CMS gives our clients the possibility to expand and change their business as the markets evolve.

Process Improvement

- With all elements of publications for print, Web or other media represented in a media neutral form, automatic processes can be deployed to repurpose content.
- OpenMedia CMS manages user access rights, their different roles, research archive, syndication and much more.



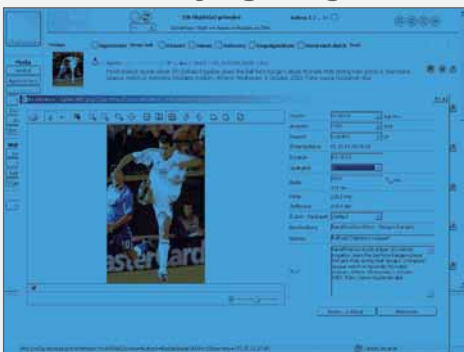
List view of search result



Showing all metadata



Modifying image



>> What Does OpenMedia CMS Solve?

OpenMedia CMS is a solution for media companies, who wants to manage all of their content efficiently and to research and repurpose content for all sorts of new publications.

- OpenMedia CMS is like a giant database or repository with a wide variety of media-specific functions, like automatic key-wording, image conversion, OPI, color management and more.
- Different user groups have different rights in media production and need access to different data, OpenMedia CMS handles that.
- Final pages and productions can be archived as well as components (text, image, sound, video etc.).
- Comprehensive research capabilities give journalists and editors optimal possibilities for finding relevant content for production.
- An object can be selected from the search results. The object details provide information about the source, date, use, fees payable, etc. OpenMedia CMS also includes meta information and production data (such as column settings, resolution or color space).
- Automated processes and queues provide the backbone for an industrial strength approach to publishing.
- The media company can configure OpenMedia CMS to suit their needs, adapt to their setup, access by reporters etc. All this helps streamline the overall workflow in the media company.

>> Advanced Functions In OpenMedia CMS

- OpenMedia CMS validates all incoming data and also generates proxies of data for research purposes. For example low resolution images will be generated for use in the different areas of editorial work.
- The user interface is all browser based, so OpenMedia CMS can be accessed from everywhere in the world. Directly using the browser, the user can crop, rotate and scale images for use in publications. The server does the heavy conversion of high resolution images.
- OpenMedia CMS supports converting images between different color spaces (typically from RGB to CMYK) using ICC color profiles, in this way one master image can be used for many different purposes.
- OpenMedia CMS supports workflows configured to suit the individual media company's needs. Material from agencies can be automatically received, converted and routed to the appropriate user groups, final production goes to the staff that performs the archiving.

>> The Technology

- OpenMedia CMS is a server application that is installed on a centrally located server at the media company or hosted by alfamedia.
- OpenMedia CMS uses a standard relational database (Oracle) for its core repository, this also supports a full free-text search engine.
- OpenMedia CMS scales from the small installation in local newspapers to the largest daily newspaper installations.
- OpenMedia CMS supports format independent storage and uniform management of all common data formats for text, images, ads, pages, audio data and video.