

## Solutions for People

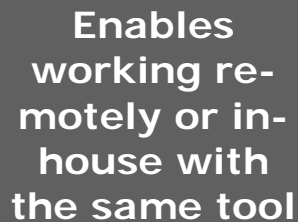
At alfamedia we have created a solution for photographers that optimizes their work with photos for media companies.

We call this highly productive tool PhotoReporter.

# Photo Reporter



**Build albums of photos with all meta-data on-line**



**Enables working remotely or in-house with the same tool**



**Fully integrates photos in the production workflow**

## The Reader Is King

- Every media company seeks to give its audience the content they require. Adding images to news and other content is always of key importance.
- The process of getting the right photos linked with stories at the right time has always been labor intensive and time consuming.
- We at alfamedia have linked the processes of photo reception, photo workflow and photo selection into a highly productive solution.
- This gives photographers unprecedented easy access to work together with the media company and present his work for the editorial staff.
- The result is better content – in less time.

## Process Improvement

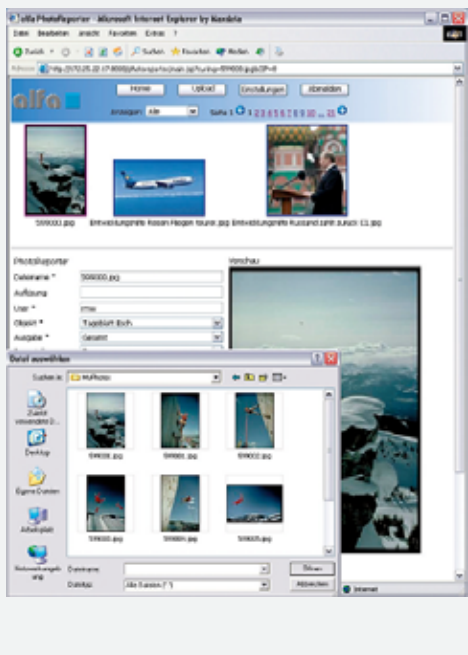
- The media company can set up production parameters for each photographer, production plans for each publication, valid categorizations etc. to ensure an easy and robust operation.
- PhotoReporter makes the whole process and workflow highly visible and intuitive, this greatly reduces the amount of errors, and increases the editorial quality.



## View of meta-data for images



## Uploading images



## »» What Does PhotoReporter Solve?

PhotoReporter is a solution for the media company, who wants to link its photographers including free-lancers efficiently into the total editorial workflow, while providing these with intuitive and efficient tools.

- Photographers can access PhotoReporter on a centrally hosted server directly via the Internet.
- Repositories and albums can be built directly by the user.
- All relevant information about photos, schedules and classifications, with appropriate guides to help the photographer is there.
- The photographer can customize PhotoReporter to suit his personal work habits and optimize performance.
- It is also possible to install PhotoReporter on a local PC and run the application even without access to the Internet.
- The media company can configure PhotoReporter to suit their needs, adapt production plans, control key-wording categories etc. All this helps streamline the overall workflow in the media company.

## »» Advanced Functions in PhotoReporter

- Display of repositories can be customized.
- The media company can determine the route that submitted photos should take through post-processing into the editorial department.
- Upload of single files or complete folders of images.
- Automatic conversion of images to the size and resolution required by the media company.
- Possibility for the photographer to complete the days work with all categorization and other meta-data offline, and the go on-line and transfer everything.

## »» The Technology

- PhotoReporter is a web application that also can be installed on a local PC for off-line operation.
- PhotoReporter uses standard tools and applications such as PHP and Apache.
- PhotoReporter scales from the small installation in weekly newspapers to the largest daily newspaper installations.
- PhotoReporter is fully integrated with the other applications in the editorial solution NewsSuite from alfamedia.