

# alfa MediaSuite an Ifra First

As the demands on multimedia publishing systems become increasingly varied, the solutions are becoming increasingly complex. It is in this context that alfa Media aims to improve the competitiveness of media companies by developing solutions that meet their growing demands.

In our position as a supplier of innovative applications we want, and have, to be one step ahead of development in media companies, so that we are capable of developing solutions for current and future requirements. At the IfraExpo 2007 we invite you to join us, when we take a look into the future, and present you with our Ifra-First: alfa MediaSuite – a multimedia editorial system of the next generation.

With the coming of age of the Internet and a number of new digital media, the question arises: how can today's media company gain optimal value from these new technologies? It is obvious that a mere reproduction of printed media is no longer sufficient, considering the very different characteristics of the manifold publication channels.

Furthermore, the complexity of all general technical solutions in this environment is almost impossible for the editorial staff to relate to anymore. We are once again facing a paradigm shift, where the editorial staff will focus more on actual content (the intellectual capital of media companies) and back-end subsystems and specialists will take over the technical process of editing publications for individual media.

This paradigm shift results in the need for systems that support a media neutral content production and content processing. Only these such systems can provide highly efficient ways of processing and adapting texts and images to individual publication channels, to connect them with a variety of media objects, such as sounds, videos etc., and to match these objects with corresponding additional information. Furthermore, we need to have methods for connecting texts to hyperlinks, for associating them with corresponding metadata, as well as possibilities for checking the effect of the formatting - by generating previews - in the individual publication channel.

The semantic processing of multimedia articles is yet another field that poses new challenges. For this reason, we have organized different aspects of the formal content description - in order to prepare the content for search engines - which leads to an improved audience for the publication. All this directly benefits the bottom line of

the media company.

To address the demand to have systems that are accessible wherever and whenever you want, we have created a standardized Content Management as well as an open user interface and open data formats. With this, a concrete vision of a new generation of multimedia editorial systems emerges. At alfa Media we have decided to take up this challenge by creating the product family MediaSuite within the OpenMedia concept.

The result is a streamlined Internet application for multimedia editing, which is accessible from everywhere. By means of an Internet browser, the texts are adapted to differing publication media, which can be defined freely within their specific structure. Inherited hierarchies can be freely configured and text elements can be used unaltered in the individual media or can be overwritten. It is therefore important that the administration of text elements does not introduce redundancy. Of course the traditional functions, such as text highlighting, free text search and spell check, remain available.

Any desired media object, with links and metadata, can easily be connected with a specific publication. We also introduce a concept we call semantic highlighting, which is a formal description of the relevance of multimedia elements for the purpose of associative text processing.

The media specific publication systems are closely integrated. For example, by choosing a template, it is possible to pre-

view any given article in each individual publication channel. This way it is possible to get an impression of the specific appearance of the article in different media, although the content is fundamentally media neutral. It is also possible, and useful, to change the settings of the media specific technology (e.g. the printing system alfa NewsSuite), when the content, in addition to being processed neutrally, is to be published through a printed channel.

MediaSuite is a server system that consists of a complete, high-quality open Content Management System (CMS), which organizes the storage of multimedia articles and all other multimedia data. In addition, all processing and workflow procedures within the individual media are represented in the CMS in a standardized process description language. Users communicate with the CMS via an extremely simple search function. By entering full text or administration data, all relevant data (such as news agency inputs, photos, photo galleries, videos, audio files etc.) can be found, opened and integrated with the drag and drop function.

alfa Media's solution, MediaSuite, represents an innovative concept for the processing of multimedia articles. Combined with an advanced technical platform, upon which this concept is built, MediaSuite represents a multimedia editorial system of the next generation. Come and convince yourself at our exhibition stand.

Further highlights at the IfraExpo 2007 are the theme and resource planning tool, alfa Agenda, the advertisement system, alfa AdSuite Enterprise, as well as the editorial system, alfa NewsSuite Enterprise.



*Dennis Nierman and Guido Falenberg see a bright future for alfa MediaSuite.*