

Profium Media Solution

How can publishers resolve the seemingly conflicting goals of enabling more flexible cross media publishing, cutting costs and reducing times to market?

The impact of the web and the on-line world has hit all publishers hard. Although multi-channel publishing has been a reality for years, alternative media formats, parallel production flows and simultaneous delivery to market are still seen as a tough challenge. As new players emerge on the market the competitive pressure increases, generating a greater need for product differentiation and cost efficiency.

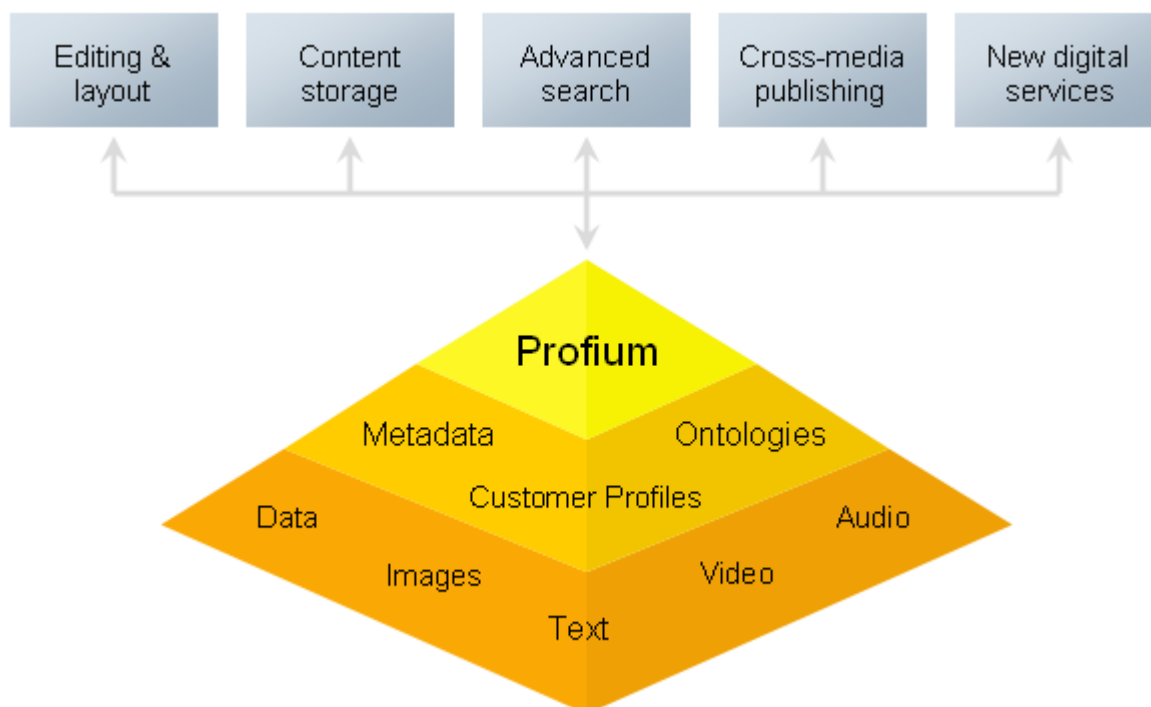
Many organizations continue to rely on separate, often isolated systems to manage the creation and delivery of content, but this is becoming increasingly burdensome in terms of operational expense and a lack of agility to create new digital services to reach new customers. Efficient management and delivery of cross-media content requires a rethinking of business processes and the adoption of new cost-saving technologies.

Profium Media Solution provides a new way to manage and distribute rich content for cross-media publishing

Profium collects data – both structured and unstructured – coming from multiple sources in diverse formats, and organizes it in a centralized database. The system takes advantage of the latest semantic technologies, making the system ideal for agile reuse and repackaging of content.

By exploiting semantic technologies, the system lets the user access the data based on its meaning

Metadata describes a multimedia resource such as a text document, a photograph, or an audio or video file. It also helps us to categorize and organize digital data regardless of the type of information. Metadata typically describes the content in a human readable format but it can also be used for searching and indexing. With Profium Media Solution, information can now be found easily across departments, IT systems and databases.



Profium creates consistent metadata for all content objects, and stores it in a centralized database. The system lets users access all information through a single search regardless of the physical location.

Profium Media Solution

Reuse and repackage digital content and create new cost-effective digital services

Profium lets your personnel manage customer profiles and subscriptions easily, and allows them to define how and when each customer receives their content. This allows the publisher to differentiate its products, introduce new pricing structures and reach new customers with targeted cost-effective services. Use of semantic technologies and ontologies enables intelligent matching of content and customer profiles based on their real meaning rather than word occurrence.

Profium's content delivery options include ready-to-publish HTML for web services, NewsML / XML, email, and SMS/MMS messages for mobile phone users.

Automated creation of standardized metadata speeds up processes and saves costs

When metadata is readily available, Profium provides it automatically, eliminating manual processes. The system extracts metadata from XML, JPEG and Adobe XMP files, and Microsoft Office documents.

Profium converts metadata into standardized RDF (Resource Description Framework) format and stores it in a centralized database. Since Profium provides consistent, standardized metadata, it can act as a metadata server for other systems. By using common metadata, IT systems can exchange information cost-effectively and without losing valuable knowledge.

Reference Customers



WSOY, the leading publishing company in Finland, is introducing Profium as a component in its eLearning environment, which is used by 100 000 users, teachers and students, and by 50 Finnish municipalities. Profium enables the users to store and manage images easily.



Kauppalehti Online, the most popular business website in Finland, provides business news and real time stock market information to business customers. Kauppalehti Online uses Profium to syndicate news from multiple sources and publish content via web and mobile devices.



The Finnish News Agency (STT) is an independent, national news provider. STT uses Profium to manage news distribution to customers such as media companies and large corporations. Profium provides STT with a scalable high-availability news distribution system that has improved the speed of content delivery significantly.



A-lehdet is a major magazine publisher with a portfolio of 17 magazines. Profium delivers an integrated solution that will serve the entire production process for its press and digital services. The system incorporates Adobe InDesign and InCopy, which are used for editorial work and layout.



AFP is the world's oldest news agency with more than 2000 employees worldwide. AFP multimedia desks use Profium Solution incorporating a multimedia editorial system. The system lets AFP distribute personalized multimedia content efficiently to its customers in real time.



ANP, the leading news producer in the Netherlands, uses Profium News Agency Solution for automated routing of news. The system provides an easy-to-use management of customer profiles that enables the sales department to specify what news products the customer wants to receive and in which format.

Make a smart move and contact us today

Profium has a wealth of expertise in content management for leading publishers. Let us present how we can help your organization streamline processes and serve customers faster and more efficiently. Call us today!

Profium Ltd

Lars Sonckin kaari 12, 02600 Espoo, Finland

info@profium.com
www.profium.com

Phone +358-9-855 98 000
Fax +358-9-855 98 002

