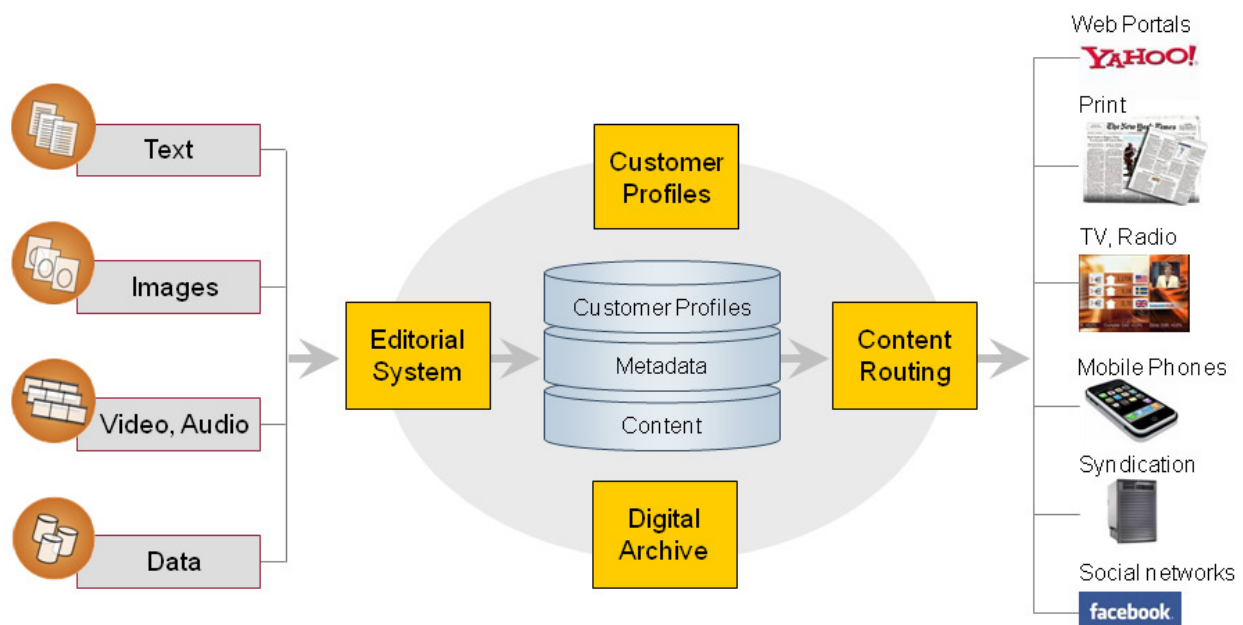


Profium News

Profium News helps you give your customers a more efficient, more flexible and faster service

Global news agencies have felt the impact of the web and the on-line world in their operation. But the changes are not yet over: increasing demand for cross-media publishing, speed and customer specific services keep the agencies busy developing their processes and adopting new technologies. Tough competition and new players mean pressure on costs and profitability.

Profium News helps news service organizations leverage the latest technologies to face the competition by increasing productivity and creating innovative and cost-effective services. Profium's ready-to-use software lets your organization take advantage of a modern, future-proof system in less time than you would anticipate. With a proven track record at news agencies like AFP, ANP and STT, Profium helps you minimize laborious and costly programming, ensuring fast return on investment.



Profium News can be adopted as an end-to-end system or integrated easily with existing applications such as an editorial system or digital archive.

Create cost-effective, differentiated products and reach new customers

Profium lets your personnel manage customer profiles and subscriptions easily, helping them to manage how and when each customer receives their news. This allows the news agency to differentiate its products, introduce new pricing structures and reach new customers with targeted cost-effective services.

Profium News is composed of four major modules that can be easily integrated with your existing IT systems. The editorial system supports multimedia with standardized metadata, and provides

smooth workflow - letting the journalists concentrate on creating high quality content. The system is designed to handle the complexity of multiple news sources, protocols and languages.

The multi-channel content routing module matches news with customer profiles and delivers relevant news to each customer in the format they want.

The system supports cross-media publishing by offering a broad variety of formats and protocols, including NewsML/XML, ready-to-publish HTML, email, and SMS and MMS messages for mobile phone users.

Profium News

Integrated archive opens information assets for every day use

Profium's integrated digital archive serves your customers by offering fast and easy access to relevant information with a single search. The intelligence of a modern content management system is based on its ability to handle metadata. Profium combines full text search with metadata search, and goes far beyond traditional systems by letting the users get to the information via its meaning rather than word occurrence alone.

Standardized metadata is the backbone of advanced content management

Metadata describes each content object (such as a piece of news or photograph) in a way that makes it easy to find. The relevance of a photo, for example, can depend on its date, categories, the people in it, geographical location, photographer, orientation, resolution, rights, and royalties.

Profium extracts metadata automatically from the source when available, and stores it in a RDF format.

RDF, Resource Description Framework, is a standard created by the World Wide Web Consortium. By using standardized metadata, IT systems can exchange information cost-effectively and without losing valuable knowledge. When the metadata is not available, Profium lets the user create it easily. All metadata is stored in the centralized database, while the content itself can remain in its original location if desired. Metadata is available for all multimedia content including text, photographs, audio, video and data files.

Profium saves you time and money in adopting new technologies

Profium News is based on Profium Metadata Server, which is used for content management by dozens of organizations in media, telecom operators and public sector.

Profium Ltd is an internationally recognized pioneer in the arena of Semantic Web. Profium News is based on open system architecture and supports industry standards such as NewsML / XML, NITF, IPTC7901, RDF metadata and OWL.

Technical Data			
Input options	Adapters	Content types	Query options
FTP HTTP SOAP Watched folder Java API WebDAV RSS Custom	XML RDF Adobe XMP Microsoft Office JPEG exif / IPTC Custom Scripting	Text Image Photograph Video Audio Data	Triggered Interactive Timed
Search options	Operating systems	Databases	J2EE Environments
Metadata Full text Combined	Windows 2003 Red Hat Enterprise Linux	Oracle 9i, 10g Microsoft SQL Server 2005 PostgreSQL 8.3 DB2/6000 8.2.0	Oracle AS 10g Tomcat 5.X

Make a smart move and contact us today

Profium has a wealth of expertise in content management and routing for leading news agencies. Let us present how we can help you give your customers more efficient, more flexible and faster service. Call us today!



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