



SAXOTECH InterConnect

PRODUCT DATASHEET

In order to remain competitive in today's market, news organizations must work more efficiently and in greater collaboration to produce content. SAXOTECH InterConnect delivers a solution that allows news organizations to meet these challenges. Utilizing SAXOTECH InterConnect, a newsroom has the ability to access the plans as well as actual stories, images, videos and other assets of all other participating newsrooms.

Increase Resource Efficiencies

SAXOTECH InterConnect manages budgets and content assets allowing for global collaboration between newsroom staffs regardless of the geographical location or the front-end publishing system of the newsrooms. The ability to share content, between papers from the early planning stages creates a great opportunity for better production efficiency. News stories and ideas can be created and written in one newsroom and then used in sister newsrooms without duplicating efforts.

At the same time, SAXOTECH InterConnect allows a news organization to assign the right resources to the right content, creating better productivity and higher content quality. No longer is it necessary for more than one set of resources to cover the same story. In addition, the ability to work with content in a collaborative work environment allows managers a greater overview of content production.

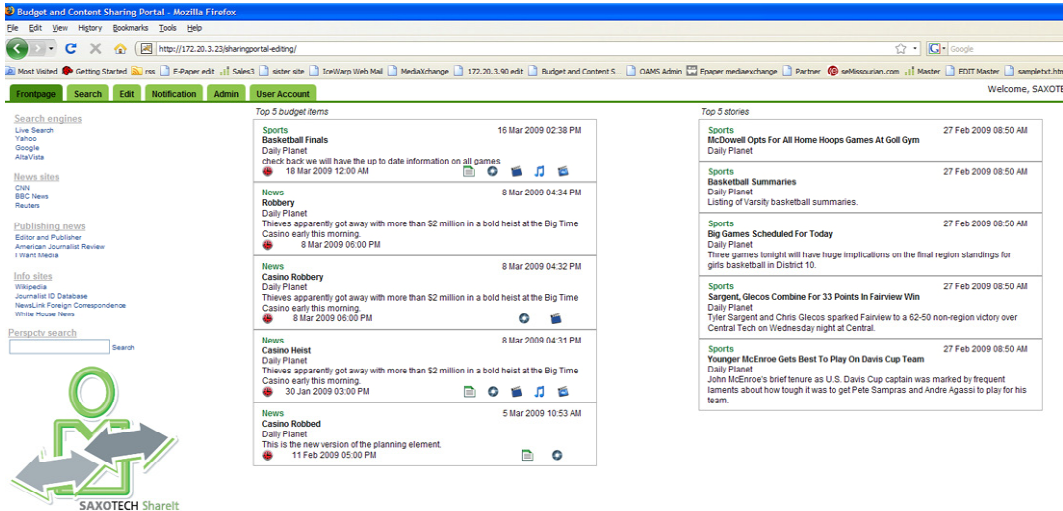
Create Your Own News Service Management and Distribution Center

SAXOTECH InterConnect is the right tool for bringing together a group of newsrooms to create a news service. By utilizing the portal each of the participating newsrooms can create and share content, dramatically increasing the amount of content available to each paper. RSS feeds can be used to alert staff of the arrival of budget items or content assets in real time as these items are posted from participating newsrooms.

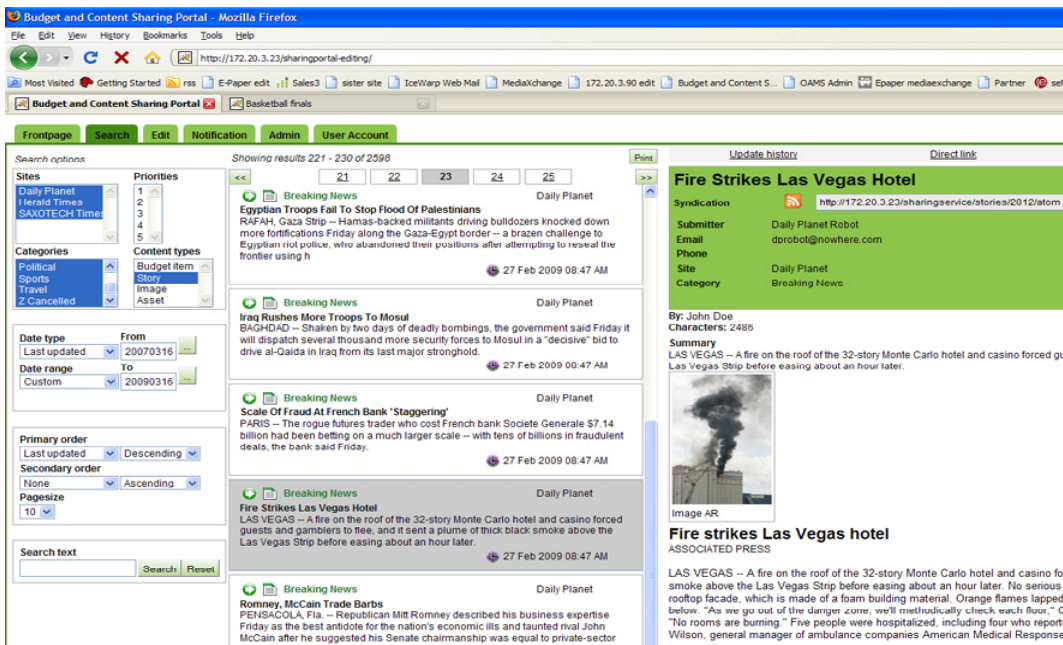
SAXOTECH InterConnect enables news organizations to create centers of subject matter expertise that can produce specific content and distribute this to the other participating papers. Such content syndication allows content to be created in one location and then be reused at all other locations. The creation of "centers of excellence" also improves content quality and frees up resources for new revenue generating activities. The ability to share content also allows news organizations to utilize stories with relevance in more than one market. For instance, two neighboring communities may have common local interests and have their newsrooms work closely together – almost as one newsroom through the use of SAXOTECH InterConnect.

Web-based Sharing Portal

SAXOTECH Interconnect is a Web-based content sharing portal. The portal's infrastructure is built on service oriented architecture (SOA), allowing for easy and rapid integration between existing news production systems using standard methods. Reporters and editors can use the application through any Web browser to share daily budgets, stories, photos, audio, video and other forms of content. Users have the ability to subscribe to content items that can automatically be routed into their organizations front-end publishing system. They can also subscribe to entire categories of content. When updates are made, the changes are automatically downloaded for the subscribers, helping each newsroom keep up with the dynamic nature of the day's news. RSS feeds are also available to facilitate automated alerts as the news changes.



SAXOTECH InterConnect home page. Displayed in the center is a list of budget / planning items. Displayed to the right is a list of available stories which could include images, video or any multimedia assets.



Staff can read the entire content as well as view the images and other asset that are packaged to the story.

Features and Benefits

Feature	Benefit
View Budget Items from Sister Publications	<ul style="list-style-type: none">• Monitor the content being planned by other publications throughout your news organization.
Budget Items are Packaged with Content and News Elements	<ul style="list-style-type: none">• You can always view the text, images, videos, and other assets that are related to budget items.
Web-based Editor	<ul style="list-style-type: none">• Enable anyone to create planning items, stories, images or assets to be shared throughout your media company.
Copy Content and Bring it into Your Workflow	<ul style="list-style-type: none">• Once you make a local copy, you can edit the content item and customize it for your publication.
Export Stories with their Linked Elements as XML	<ul style="list-style-type: none">• Exported stories can be imported into publications that use separate databases.
RSS Accessible	<ul style="list-style-type: none">• Provide syndication of your content to third party content providers in an RSS/ATOM format.
Web-based Access to Budget Items and Content	<ul style="list-style-type: none">• Share your content with other media companies.
Web Services that Enable Quick Integration to All Vendor Solutions	<ul style="list-style-type: none">• Content sharing between all newsrooms - no matter what the front end system is.

About SAXOTECH

SAXOTECH helps media companies meet current and future challenges in the media landscape by providing cost efficient solutions for new business models based on multimedia, multi-channel consumer interaction. Our scalable, easy-to-implement solutions are used to plan, create, edit, design and publish content as well as drive online directories and serve display advertising through multiple channels. Our customers receive world-class implementation, training and support complemented by ongoing development of products and best practices. Today, SAXOTECH's solutions are in use by more than 600 news organizations around the world.

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