

alfa PrintLayout

ContentLine

FLEXIBLE PAGE DESIGN, TEXT WRITTEN AS IT IS PRINTED Our passion for the printed product is manifested in our alfa PrintLayout. Because editorial content must also be visually compelling.

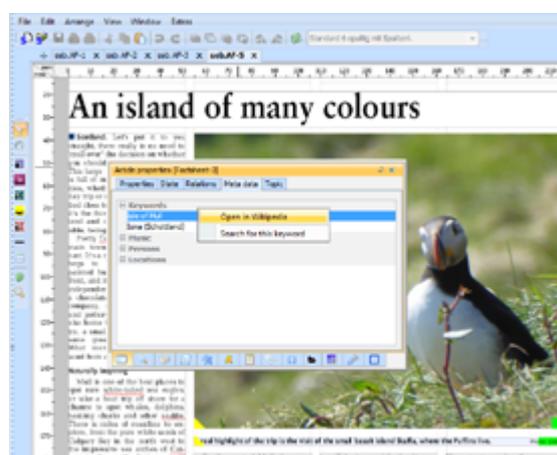
alfa PrintLayout offers demanding design professionals numerous creative tools, and content-focused editors access to flexible templates. Thanks to the internet-based technology, editors can access the entire range of functions wherever they may be, together with a well-organised production overview.

DESIGN PROFESSIONAL FOR YOUR EDITORIAL TEAM

alfa PrintLayout offers precisely what editorial teams need: maximum scope of functions with utmost ease of use. The user interface is intuitive to operate. Each new component can be positioned by means of "drag'n'drop" and directly edited on the page. Creative layout professionals have a whole range of useful design options at their fingertips for each work step. There are also intelligent quality mechanisms for processing photos.

alfa PrintLayout allows for a wide variety of production methods: the classic "one man – one page", as well as several editors working on one page. Both text and layout-driven methods of working are possible, as are combinations of these methods. And: alfa PrintLayout is fully compatible with InDesign – seamless production.

The editor can edit the article either with the layout stripped out or directly on the page – in both cases with the support of the typographically correct WYSIWYG representation. Flexible design templates, initial alignment and tabs, and pre-installed macros and style sheets speed up text formatting. The integrated Duden Proof Factory helps ensure quality assurance – and all of this independent of the location.



Mobile

All contents are automatically enriched with additional information. The editor for example can access Wikipedia and/or an own knowledge database.



All textual information is automatically tagged precisely. The keywords in turn are classified by type. In other words: For example, places, persons, organisations, products and concepts are recognised. The editor can also access additional information, for example, from Wikipedia or from his own knowledge database. In addition, alfa PrintLayout highlights relationships between content, such as relevant articles or relevant agency notifications, and thus interesting context information is offered, thus avoiding redundancies.

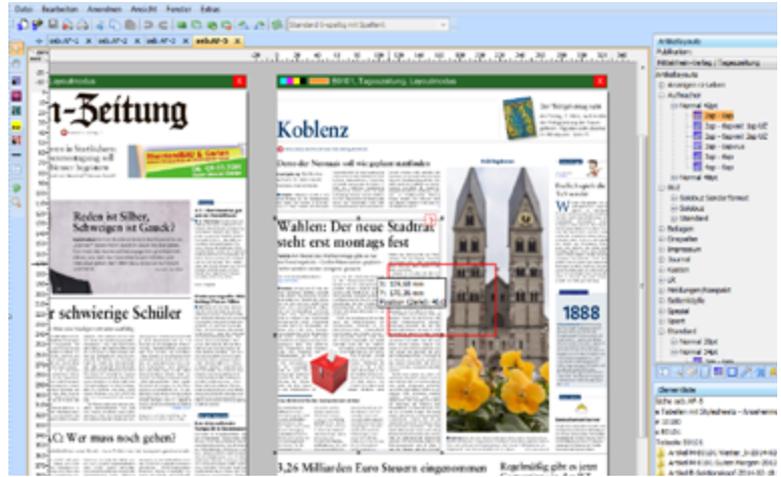
alfa PrintLayout is demonstrating its whole class in the interplay with other editorial software from alfa Media, such as the alfa EditorialOrganiser and the alfa DAM. For example, the responsible editor can allocate work assignments in alfa PrintLayout to the reporters who are to deliver editorial material via the alfa EditorialOrganiser. Texts and photos collected and edited in the alfa EditorialOrganiser can then be placed in no time on a page for the newspaper or the magazine by means of the so-called design mode. In short, a semi-automated layout allows extremely fast and efficient work. Also the Interaction with the DAM of alfa Media is a big plus. But then, when the editor wants to go back to archived material in the actual production of the day. Module-spreading workbooks connect all editorial teams in the simplest way.

ALWAYS FOCUSING ON WHAT'S IMPORTANT Whether it's the editing manager, the editor in chief or the producer – wherever the nerve centre happens to be: The production overview reliably and promptly supplies all the information needed for making decisions. The pages are displayed in HTML format, and the status of all components is always shown in colour – for a faster overview.

All important information can be called upon at any time: editions with their date of publication and their pagination, articles with their status and the people editing them, lists of photos with captions, and reference to outsourced processing.

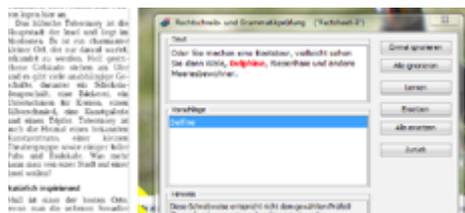
Key element of the alfa PrintLayout is the virtual workspace on which the user places his pages, articles, photos, graphics, etc. From a library, the user can select the desired layouts and intuitively place them on the page

and entirely free layout them according to the design rules of the media house - or according to access rights. Benefit: The user always sees directly the result of his work in WYSIWYG mode.



YOUR BENEFITS alfa PrintLayout offers numerous functions and with them great benefits for editorial departments. Here, for example, are some benefits:

- Full functionality independent of location: Thanks to web technology, journalists are always at the heart of the action
- Easy to operate at all times: The user interface is operated intuitively
- Large scope of design options: Flexible templates and unrestricted layout options
- Top Images in your newspaper: Made possible by intelligent quality mechanisms
- Production from a single source: Perfectly integrated InDesign
- Real image presentation (WYSIWYG): What you see is what you get
- Automatic enrichment with additional information: Content is accurately indexed and located as well as categorised



The integrated writing and grammar correction offers the high Duden quality standard. The user can decide on his own if a term should be integrated in the dictionary of the publisher and therefore be learned.

alfa Media has coordinated all workflows relevant to media companies perfectly with one another. From market management through to order processing of various advertising and marketing forms, we provide sophisticated tools for planning and organising publications. irrespective of whether it's print, portal or mobile-based: you can control your content on all publishing channels – professionally, simply and efficiently.



For more information on these solutions, visit www.alfamedia.com

alfa Media Partner GmbH
 Carl-Zeiss-Straße 27 • DE-63322 Rödermark
 Phone: +49 (0) 60 74 - 31 04-0 • E-Mail: info@alfamedia.com
www.alfamedia.com