

alfa MediaSuite Touch

MediaSuite

EDITORIAL WORK VIA THE NETWORK. Time is a decisive factor in the media business. Editorial departments must be informed of and briefed about breaking news stories as quickly as possible.

Consequently, reporters play a crucial role both for regional and international reporting. Their copy must be submitted and edited as quickly as possible.

alfa MediaSuite Touch gives permanent and freelance employees of the editorial team as well as citizen reporters the means to deliver content such as text, images, videos and audio to the editorial department anytime and anywhere in the world from different mobile terminals and browsers. At the same time, traveling editors can participate actively in the production of a newspaper. In addition to delivering new articles, this also involves updating, supplementing and editing existing articles. They can also deliver text and images easily and safely and access the content management system from via mobile devices.

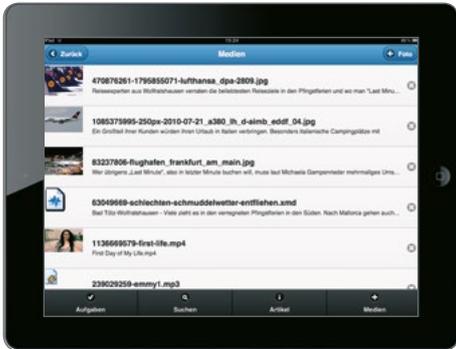
EFFECTIVE DATA DELIVERY To enable them to participate effectively in editorial matters, reporters can avail of extensive resources. The use of certain functions (for example, searching the editorial department's content management system) is restricted for performance reasons. Traveling employees of the editorial department can currently access via HTML5-enabled browsers. This allows the most important tasks to be completed:

- Entering texts and centralized storage in the editing system (alfa eCMS – central content management system).
- Uploading multimedia content (images, video, and audio) from mobile terminals, assigning it to articles and storing it in the editing system.
- Creating new articles or accessing existing data for editing.
- Managing the underlying meta data for text and multimedia. Deliberately streamlined to cut through complexity for external employees.
- Voice input of text possible (depending on the device).

For traveling editors, reporters and citizen reporters, the ability to work anytime and anywhere using alfa MediaSuite Touch is an important part of their role. Only in this way can news items be effectively and promptly edited and made available to readers.

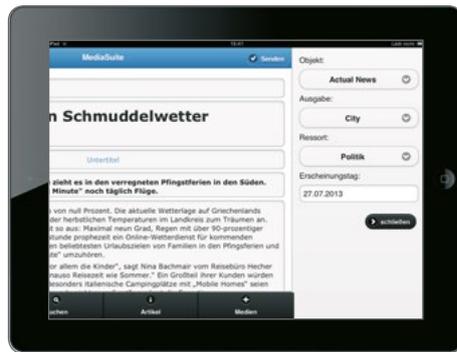
Mobile





Mobile editors or citizen reporters can use alfa MediaSuite Touch to write, save, recall and continue editing articles. They can select and upload images.

FULL CONTROL OVER THE WORKFLOW As an option, alfa MediaSuite Touch can be integrated into the editorial management tool alfa Agenda to assign or inform mobile employees of new tasks. In this context, alfa Agenda acts as a production tracking tool and facilitates improved management of tasks and content. Editorial departments can thus control the news flow across all publication channels. An alfa editorial system therefore covers the entire workflow for freelance employees:

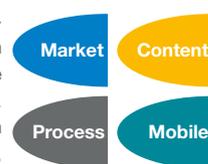


The publisher's editing system finally delivers the finished article.

- Topics can be planned and resulting tasks delegated.
- alfa MediaSuite Touch provides the facility to access such tasks, to confirm or reject them and, of course, to edit articles.



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

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