

Featuring Blended Media

Convergence is an on-going topic in the publishing industry. The objective to publish to multiple media is becoming a primary need. However, as a result of lack of system integration, convergence has not reached maturity throughout the industry yet.

But now Mediasurface and WoodWing Software have bundled their products and experience, allowing publishers to blend media and helping editors concentrate on writing, rather than having to worry about how to get information published across different channels.

A different approach

Mediasurface and WoodWing jointly responded to calls for a system that enables newspaper publishers to easily focus on the core business of news reporting, regardless of publication channels.



WoodWing's "Smart Newspapers" solution deals with the core business requirements that sit at the heart of the publication process – content planning, gathering, selecting and editing and publishing to offline media. But it goes further...

WoodWing finally solves the problem that many editorial departments have been facing for over a decade now: **how to create content that can be used across different channels (offline, online) from a single user interface.** The solution lies in the integration of Morello into "Smart Newspapers".

Morello is the award winning Web Content Management system from Mediasurface. It enables dynamic and instant online publication of content to multiple websites and online channels directly from the WoodWing editorial environment. On top of that it supplies advanced web features such as RSS, forums, subscription based personalization and much more.



This unique integration allows users to create content for several channels using one environment, and one user interface. And it offers full flexibility to publish information using the most suitable medium. And the great thing is: it exists today!

Are all scenarios supported?

Every editorial department is different. In particular, the split of responsibilities between editors for offline and online stories varies greatly between newspaper publishers. Luckily the joint WoodWing – Mediasurface solution supports any scenario you could possibly think of:

- Do you have **separate online and offline staff**? No problem, you can keep working the way you do, and let them work for the relevant publications.
- Do you have a **hybrid situation**? Are some editors writing for online and offline, while others are not? No problem, just set the right permissions and off you go!
- Would you like your staff to be **totally focused on the creation of articles**, regardless of the publication channel that will be used? That is uniquely supported too, from a single user interface!

Benefits

Learn more

WoodWing in a nutshell



Morello in a nutshell



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Depending on the processes and responsibilities in your editorial department, you can set up flexible workflows and permissions that reflect the **way you work**. And because every way of working is supported, you can change it over time, enabling true convergence in your department.

The benefits are clear:

- You enjoy a world class editorial system handling both your print and online publications;
- Editorial staff can now easily process content (articles, images, documents, audio, video) from a single user interface and publish it to print and online channels;
- Time consuming activities (copy / paste, upload / download) can be omitted;
- News stories can be published online automatically, eliminating manual posting, or – if desired – they can be created or post-processed in the online domain and then published.
- You can manage as many publications and websites as you like;
- Your internal editorial processes managed in WoodWing's Smart Connection Enterprise are decoupled from your critical 24/7 enterprise web delivery infrastructure;
- You can determine separately which editorial steps take place for offline media and which ones for online media so that the overall process meets your specific way of working;
- Your website can always be 100% up-to-date due to Morello's dynamic publication mechanism and is able to meet W3C and XHTML compliance standards;
- You can have a very attractive website due to Morello's extensive features including RSS, forums, blogs, feedback postings and so on.

If you want to know more, or discuss the possibilities of using WoodWing and Mediasurface software for your publishing business, please don't hesitate to contact us.

www.mediasurface.com

www.woodwing.com

Through a combination of publishing industry experience and a thorough knowledge of the Adobe InDesign/InCopy architecture, WoodWing Software has built solutions, productivity tools and plug-ins that make publishing with these programs faster, easier and much more effective than ever before.

WoodWing software is recognized to be particularly suited to support:

- publication scenarios for **daily Newspapers** where large amounts of copy need to be processed under tight time pressures;
- **Magazine publishers** creating numerous high quality creative publications;
- **Corporate Publishers** in the creation of brochures, flyers, catalogs and other materials.

Morello is the Web Content Management (WCM) system from Mediasurface; it has established a compelling track record running thousands of websites (intranet, extranet, internet), including multinational and globally recognized names like WWF, Thomson Scientific, VRT and ESPN.

Morello is designed to suit organizations that have online requirements that fall into any of the following categories:

- Content changes fast and needs to be published **dynamically**;
- **Multiple websites** will be deployed ;
- Content needs to be shared, across **different sites and channels**;
- The website requirements are **complex** and/or there is a (very) **high volume of traffic**;
- Personalization and/or **Web 2.0**-type interaction is required.

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