



MediaWay
making complex publishing simple

MediaWay Functional Overview

*An Advanced, Enterprise Publishing Environment
for Cross-media Output to Print & Web*

Table of Contents

Introduction.....	1
What is MediaWay?.....	1
Who is MediaWay For?	2
A Look at the Main Features	2
Content Management	2
Publication Workflow.....	2
A Collaborative Working Environment	3
XML Open Architecture.....	3
Additional Features	3
Modularity	3
Versions, Revisions and Archives.....	4
Ease of Use and Customization.....	4
Security	4
Searching and Archiving	4
Working with MediaWay	4
Workspace.....	4
Creator/ Editor	5
Planner	6
Adobe InDesign	6
Editing Workflow	6
Messaging	7
Proofing and Output.....	7
Contact Details	8

Introduction

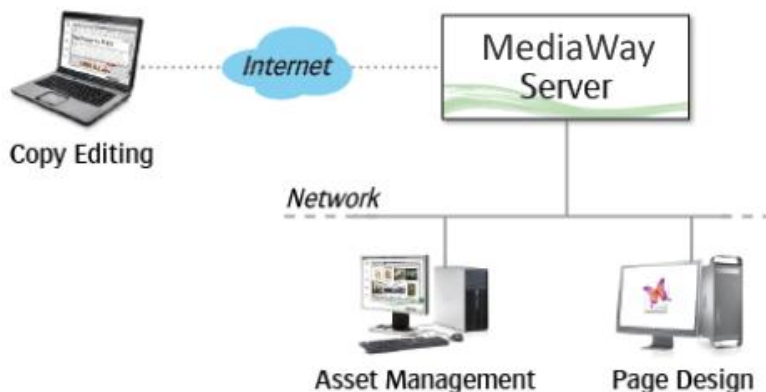
The publishing market has changed dramatically over the last few years with the arrival of new technologies and the increasing influence of the Internet on business. In addition to providing traditional printed publications, publishing companies are now required to deliver information online and on time, in multiple formats. Sophisticated tools are needed to optimize publishing processes, and support multiple local and remote users, each with their own specific tasks and responsibilities. MediaWay has been designed to address all these requirements in a single package.

What is MediaWay?

MediaWay is an integrated publishing system for output to print and web. It is designed for use in a production environment where content creators can collaborate with each other - sharing assets, re-using content, and exchanging messages. This **collaborative workspace** allows multiple users to work simultaneously on different areas of the same project (creating text, adding artwork, setting up templates, etc.), thereby dramatically increasing the efficiency of the workflow. Articles are stored on the server in the open **XML** format, and are accessible by all network users. InDesign style sheets can also be stored centrally on the server, allowing users to share a consistent house style.

MediaWay is a centralized server-based system. Users can access the system in the following ways:

- Via a standard web browser, over the internet or local network.
- Directly from their Adobe InDesign application, using a plug-in to access the server. MediaWay is integrated with Adobe InDesign, simplifying the layout and editing process. Optionally, users can access the system from their Adobe In-Copy application, also using a plug-in.



Who is MediaWay For?

MediaWay allows large corporations, publishers and creative agencies to organize, automate and streamline their publication workflow. MediaWay handles all steps of the workflow, from content management, editing and layout to corrections, reviewing and proofing and finally distribution to print and/or web environments.

More specifically, MediaWay is designed for companies who employ a diversity of specialists skilled in the following areas of the publishing workflow:

- Copywriters who supply the articles and stories to be used in your publications, and translators who localize the text into multiple versions.
- Designers who create the layout for your books, magazines, manuals, catalogs, brochures, newsletters, etc.
- Illustrators and photographers who add the graphical elements to your publications.
- Editors who coordinate, review and edit the work of the writers, designers and illustrators.
- Managers who control the planning and scheduling of your publications.
- Product managers who need to create datasheets and newsletters.
- Webmasters who are responsible for preparing content for online presentation.
- Customers who can monitor the quality and progress of the publications they have commissioned.

All of these groups can interact with the system both locally and remotely via an Internet connection.

A Look at the Main Features

Content Management

MediaWay is more than just a file server: It is a Content Management System (CMS) which provides access to and management of all assets used to build publications (artwork, images, text, excel tables, templates, etc.). These assets are stored in a series of system catalogs. Data can be input to the system catalogs in several different ways. Users can then drag any assets they require from the catalogs to their publications.

Publication Workflow

MediaWay is also an editorial workflow system. The workflow optimizes the full publishing life-cycle, automating each of the steps involved in content creation, approval, editing, production planning and publishing to print and web.

Users create their own publication folders, into which they can import any text, graphics or other assets they require from the Content Management System. These publications become ongoing projects on which other authorized MediaWay users can work. This integrated publishing allows you to re-use media content without requiring any additional reformatting or rewriting. The benefits are greater efficiency, lower maintenance and reduced costs.

A Collaborative Working Environment

MediaWay brings structure and organization into your creative departments through a collaborative and easy-to-use **Virtual Desktop** in which ideas can be shared, prepared, planned, organized, tracked and published. This Virtual Desktop comprises a powerful set of individual modules for content management, editing and design. These tools allow you to setup projects using different media for a diversity of users, each with their own particular role in the publishing process. These users can be located locally on the network, or can access the server from any remote location using only their web browsers. Users can work in parallel on the same project, and exchange messages using the inbuilt Messenger. Multiple users can even work on the same publication at the same time: Locking mechanisms ensure that each article can only be modified by one user at a time. All data is copied to and stored on the server. This ensures consistency of house style, since the same centralized assets are used by all MediaWay users.

XML Open Architecture

Create once, publish anywhere: MediaWay uses XML to support a media neutral structure. Using a PDF workflow, with an open architecture based on Java and XML PDF technology, MediaWay is platform-independent. Content creators do not need to worry about source file formats (for text, images, artwork, layouts, etc.) or source applications (from Adobe, Microsoft, Apple, etc.), and they never need to re-write content. Once created, publications can be output in PDF or XML formats (for print or online use). Wherever possible, data is stored in XML, not in native-application formats such as Microsoft Word. Using the built-in XML Editor, users can therefore avoid the cost of multiple desktop licenses for specific applications. Software maintenance and integration is also reduced, since upgrades to newer software versions needs to be done only once on the server.

Additional Features

Modularity

MediaWay is a **modular** publishing solution. Modules of the MediaWay Suite cover all the different phases of a publication's production, from its definition to final publication and archival. These include:



Workspace

This is the main application of the Virtual Desktop, which allows you to access ongoing projects, as well as the Content Management system.



Editor

Allows you to access the Text Editor, where you can import files and save them as XML, or edit existing XML files.



Planner

Allows you to define a publishing layout.



Messenger

Allows you to exchange messages with other MediaWay users.



Diff

Allows you to compare 2 versions of an article in order to see where changes were made.



User Management

Used to define users and their profiles, and control their access rights to the Content Management System and production data (Administrator only).

Versions, Revisions and Archives

The system keeps track of your versions and revisions of texts, artwork, etc. You can chase, track and report across the entire production chain. This allows you to find out who changed what, where and when. In large multiple-user projects, you can use the inbuilt Messenger to invite people collectively for approval of content.

Ease of Use and Customization

The Virtual Desktop allows you to manage all procedures involved in the publishing process. You do not require technical expertise to perform tasks such as publishing content to the web or configuring catalog data. The Virtual Desktop can also be customized by an administrator for specific user roles (Designers, Artists, Writers, Project Managers, etc.).

Security

MediaWay provides controlled access to modules, data and content using a sophisticated user profile and privilege structure. All users can be assigned profiles which determine what they can see and do. This is done through secure logins, profile-based privileges and document status control.

Searching and Archiving

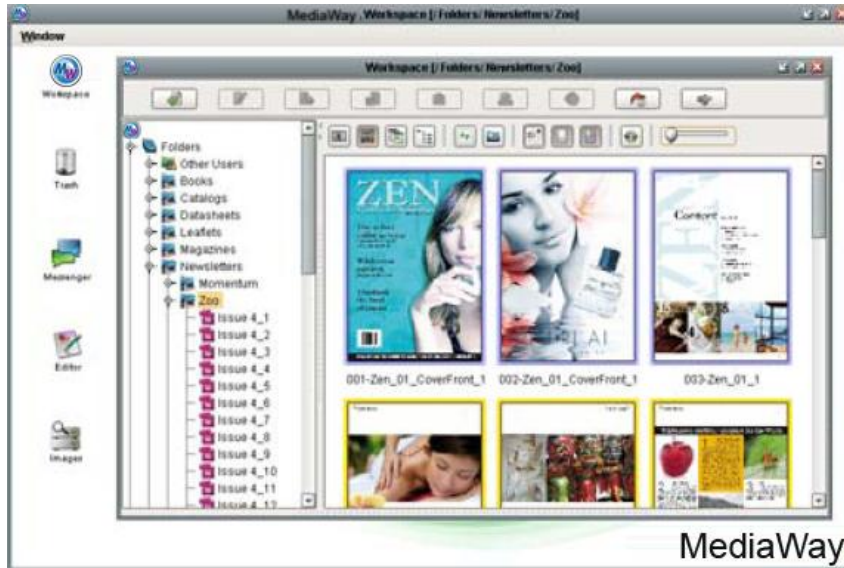
The system includes powerful preview options, full archiving features and a sophisticated search engine for accessing all types of content.

Working with MediaWay

Workspace



Users can log in to the MediaWay System from any location using their web browser. MediaWay displays the **Virtual Desktop** which gives access to the different features of the system including **Workspace**, which is the central hub of the MediaWay system.



Using Workspace, users can browse through the media that is available in the Content Management System, and look at the publication projects that have already been created on the server.

To create a new publication, users create a personal folder on the MediaWay server, and then input content to this folder for later use in their design page. They can do this either by uploading files to their folder from their local desktop, or by searching for and importing existing images and articles from the Content Management System.

Creator/ Editor



Writers and editors can use the Creator and Editor to import or compose articles that they want to include in their publications. The Editor provides easy-to access, standard functions for document editing. It allows users to create reusable templates and set predefined corporate styles. The Editor makes remote and collaborative work possible, where all users can access the same application-independent XML files.



Planner



Managers can use the **Planner** to define and manage the creation process for an entire publication and/or for editions of a publication. This involves generating editions, configuring the sections that will make up the publication, importing advertisements, defining press configurations and colors, and more.

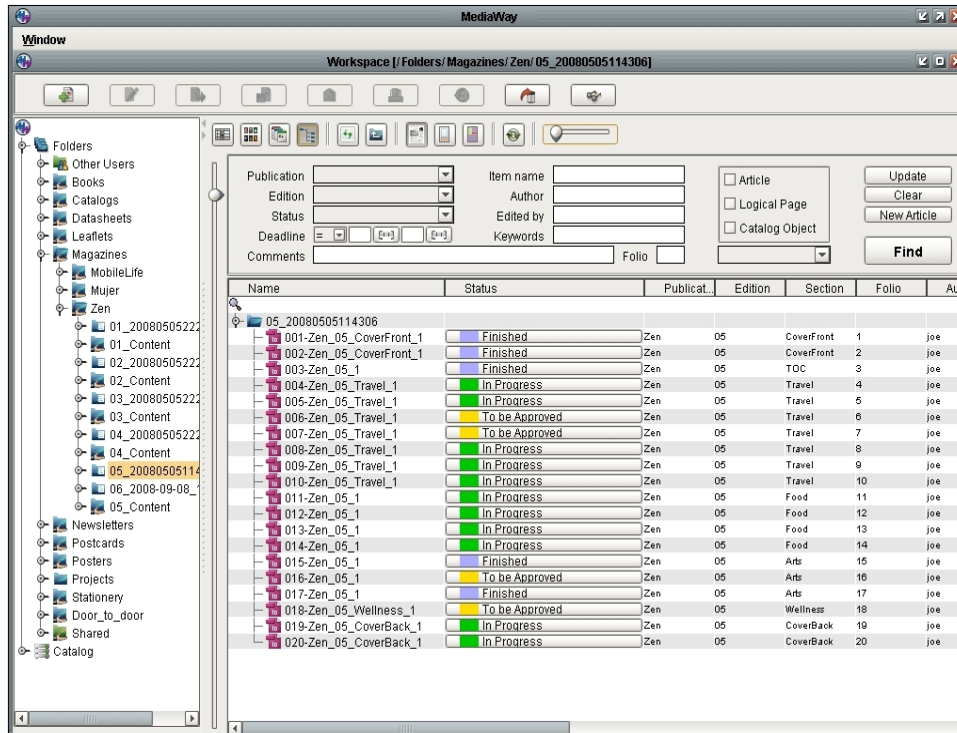
Adobe InDesign

Designers can log in from **Adobe InDesign**, take articles and graphics directly from the MediaWay Content Management System and add them to design pages. They can organize the imported content into a suitable page layout, then save the page back on the MediaWay server. This page can subsequently be accessed by other MediaWay users from their web browsers.



Editing Workflow

Administrators can create a variety of workflow milestones (e.g., Started, In Progress, To Be Approved, Finished). Users can then check the current status of publications within this publication workflow, and authorized users can change the status of a publication when specific criteria have been met.



Messaging

MediaWay includes a messaging system which can be accessed from the Virtual Desktop. This system allows MediaWay users to communicate with each other, typically to exchange information on an ongoing publication on which several users are collaborating. The messaging system works with both users and profiles, so that a message can be sent to all individuals with a specific profile as well as selecting several recipients from a list of users or profiles.

Proofing and Output

MediaWay users can open pages in the **Logical Page Editor**. This editor displays a variety of information on the selected page and the articles it contains. From here, users can generate a page preview for instant soft proofing, edit the content of articles without needing InDesign, preflight their output files, and finally produce print-ready PDF data.

Contact Details

For additional information or to schedule an online demonstration, contact:

New ProImage America, Inc.

103 Carnegie Center - Suite 300,
Princeton, NJ 08540 USA

Tel: (609) 844-7576

Fax: (609) 895-2666

pia@new-proimage.com

New ProImage Ltd.

Rowlandson House
289-293 Ballards Lane
London N12 8NP United Kingdom

Tel: +44 (0) 84545 88600

Fax: +44 (0) 84545 88601

pie@new-proimage.com

New ProImage Ltd.

Poleg Industrial Park,
4 Hagavish St.
Netanya P.O. Box 8764,
Israel, 42507

Tel: +972-732-600-300

Fax: +972-732-600-333

pji@new-proimage.com