

Features at a Glance



Example of publishing to multiple channels using Content Station

Content Station

A new breed of editorial application for a new media future. Content Station with Enterprise 7 provides ultimate control for publishers to plan, manage, and produce information for multiple destinations, all from within one application.

- = **Multiple Channel Publishing.** Content is assigned to multiple output channels with the tick of a check box.
- = **Publication Planning.** Create new issues and build a content schedule quickly and easily.
- = **One-Click Web.** Send content directly to your Web CMS and see page views from within Content Station. Drupal is supported out-of-the-box!
- = **LiveBlog.** Participate in extended discussions with other users on content.
- = **Direct Upload.** Import content from mobile devices or the desktop via simple drag-and-drop.
- = **External Content Sources.** Query and display resources from the Web, Twitter, Flickr, Digital Asset Management Systems or other repositories and import them immediately into Enterprise.
- = **New!** Open any file type directly from within Content Station.
- = **New!** Multiple-component support for built-in text editor.



Enterprise 7

Content Publishing for Modern Businesses

Enterprise is a publishing system built to offer the most efficient cross-media publishing workflow. Enterprise connects to Adobe InDesign, InCopy, Web-management systems, and a variety of third-party applications to help businesses publish their content. With a global presence in the newspaper, magazine, book, and corporate publishing markets, Enterprise ensures that its customers have a solution that is scalable, flexible, and designed to meet the needs of a variety of industries.

What's new in Enterprise 7 at IFRA 2009

Community Publishing

Enterprise allows publishers to develop a cross-media publishing strategy to manage their content, their brands and the respective communities. It's evident all relevant channels must be covered, including print, Web, SMS, mobile and e-mail, but also Flickr, YouTube, Twitter, Facebook and any other social media platform.

Follow the Reader

In order to attract the community, it is crucial to know what works and what doesn't from an editorial point of view.

In the online world, publishers can monitor very precisely what attracts readers. To make this information accessible to journalists and editors, WoodWing has developed a so-called "Follow the Reader" feature that shows directly from within Content Station which stories are being read the best. This allows every single journalist to measure the acceptance of articles and to improve this.

Search 2.0 - Find what you're after

Information today accumulates at an alarming rate. Articles, video and audio threaten to overwhelm the average user. This has forced the savvy content producer to become adept — and reliant — on searches to find what he or she needs in the vast sea of available content. This is why Enterprise 7 features a brand new search engine that will keep up with the sophisticated needs of today's users.

- = **Apache Solr.** Based on the open-source Lucene Java search engine, Solr brings unprecedented performance and scalability, and is used by companies such as Apple, Netflix, AOL, CNET and MTV.
- = **Visual Search.** Revolutionizes image searching. Refine your search results simply by clicking on an image to find other similar images.
- = **Faceted Search.** As you run a search, results are classified for easy filtering and drilling down, helping you find the content you need quickly.



A Sampling of Enterprise Newspaper Customers

Europe, Middle East, Africa

- = Cash daily (Switzerland)
- = De Pers (Netherlands)
- = Delovoi Express (Russia)
- = Der Blick (Switzerland)
- = Express Newspapers (UK)
- = Guardian (UK)
- = Landbote (Switzerland)
- = National Zeitung (Switzerland)
- = NouvelObs (France)
- = Oppermann Druck und Verlag GmbH & Co KG (Germany)
- = Poslovní Dnevnik (Croatia)
- = Rossiiskaya Gazeta (Russia)
- = Thurgauer Zeitung (Switzerland)
- = Al Ayyam (Yemen)

Latin America

- = Diarinho (Brazil)
- = Vanguardia (Mexico)
- = La Republica (Peru)
- = Nuestro Diario (Guatemala)
- = Mi Diario (Venezuela)
- = La Crítica of Argentina (Argentina)
- = La Nacion (Chile)

USA

- = Albuquerque Journal
- = Philadelphia City Paper
- = Cadillac News
- = Daily Hampshire Gazette
- = Gunnison Country Times
- = Shelbyville Times-Gazette

Asia Pacific

- = Kontan (Indonesia)
- = BOLA (Indonesia)
- = Jakarta Globe (Indonesia)
- = The Malaysian Reserve (Malaysia)
- = Warta Kota (Indonesia)
- = JoongAng Daily (South Korea)

Smart Connection Enhancements

In Enterprise 7, WoodWing's advanced Smart Connection plug-ins, which are the foundation for print content producers using InDesign and InCopy, have also been updated with a myriad of features to make working with Dossiers as efficient as possible. The user interface has been further refined based on customer feedback.

Smart Catalog Integration

Variable and structured data publishing, for applications such as television program and event listings, has gotten a boost with Smart Catalog's integration with Enterprise 7.

Smart Catalog enables publishers to link their InDesign pages to an external structured data source. Linked data will appear on the page automatically and formatting is done on-the-fly. Content updates are as easy as one click of the mouse!

Other Features include:

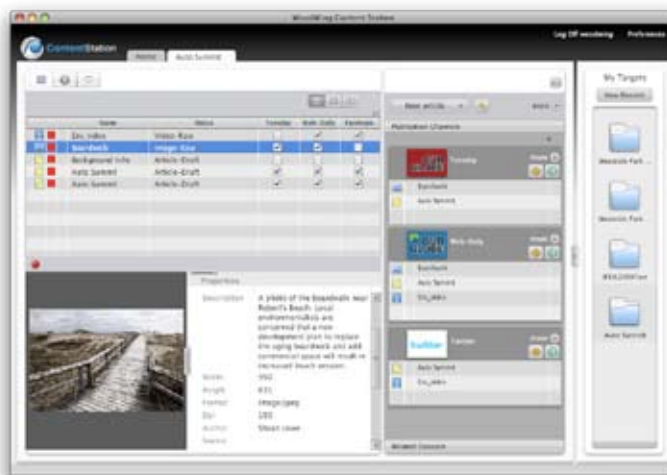
- = Parallel page design
- = Automatic Caption placement
- = InDesign Book support
- = InDesign Library support
- = Multi-document jumping
- = Improved Drupal integration
- = and more...

Server Plug-In Architecture

Easily extend the Enterprise system with Server plug-ins that can do things like adding publishing engines to output channels, text indexing systems, or interfaces to external content repositories.

Platform Improvements

- Enterprise 7 platform improvements include:
- = OS X 10.6 "Snow Leopard" supported
 - = Windows 7 supported
 - = Windows Server 2008 supported
 - = Adobe CS4 supported
 - = Overall server performance has increased
 - = Memory footprint has been reduced



Content Station 7
Dossier layout

Dossier Redesign

A new design for Content Station's dossier interface has been implemented, making it easier than ever to create, edit and manage the content you need. A focussed effort has been made to minimize the number of clicks and steps necessary to create content. This includes:

- = Intelligent article grouping. When opening content items within a dossier, article icons will be shown at the top, grouping content more logically.
- = Enhanced Channel Assignment. Content assigned to channels now appears in a redesigned sidebar to make it easy to see which content is assigned to a channel.

