

OPAS-G Content & Media Publishing

The Open Content and Media Logistics System

Multiple utilization of media

Market your content with various media and take advantage of the possibilities of database-supported and Web-supported publishing.

OPAS-G tools for Content & Media Publishing provide you with a platform for the distributed production and multiple utilization of your media. This is the basis for cross-media publishing.

OPAS-G.media-publisher: Joint creation of documents

For the structured and Internet-supported creation of target group-oriented products such as promotional materials or product catalogs for print and electronic media, you need a high-performance tool, one that automates important steps and can also forward the automatically generated medium to the customer or to a digital printing press.

The **OPAS-G.media-publisher** module opens up a wide range of options for the Web-supported production of your media and solves tricky problems, as illustrated by this example:

A commercial firm operating nationwide with various branches publishes a newspaper supplement. This supplement is to appear in various regions, each time in a slightly altered version, so as to reflect the regional peculiarities of each branch. Content design, price lists or special offers are left to the discretion of the individual branches, but the supplement should still present a uniform image.

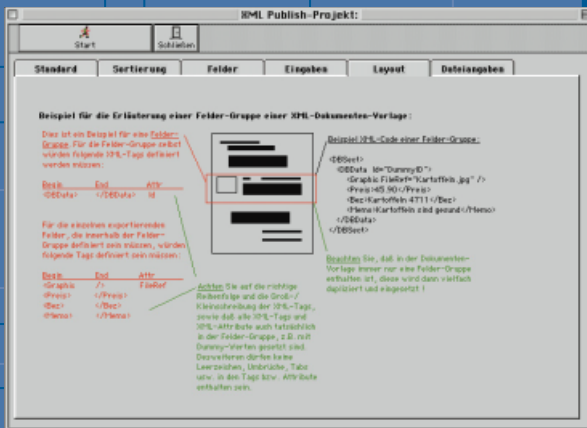
With **OPAS-G.media-publisher**, each branch gets a template for the newspaper supplement via the Internet. This template represents the established corporate layout but contains empty spaces for text and images, which can be custom-designed by the individual branches. This allows the head of sales of a regional branch, for example, to access the content and media database via the Internet and select images and texts (e.g. price) for the design of the open spaces.

This example illustrates how you can use **OPAS-G.media-publisher** to create media quickly based on a division of labor - with minimum effort, maximum efficiency and radically reduced costs. Other possible applications: travel catalogs, product brochures, advertisements, business cards, flyers and other promotional materials.

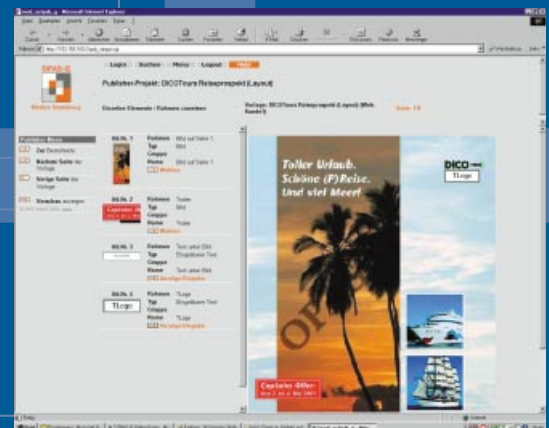
OPAS-G.dbpublish: direct from the database to the document

OPAS-G.dbpublish is just the right tool to retrieve objects such as text or images directly from the media database and insert them into a template. This module is used to export database objects into XML documents that can be freely designed, thus creating your documents in the wink of an eye.

The objects selected from your database are embedded into the document as a copy or a link, thus greatly reducing the hard disk space required. Changes that you make to your XML document are automatically resaved to the database by the built-in, bidirectional XML interface. That way, your data always stay up-to-date without your having to resave every modified document to the database separately - that's what we call absolutely efficient planning!



OPAS-G variable names are assigned to the XML tag contained in an XML template, enabling automatic transfer of Medias objects into pre-designed layouts.



The template for a Publishing product (here: travel brochure) is filled via the Internet with content from the media database and freely definable text.

OPAS-G.view:

putting your data on CD

The **OPAS-G.view** module enables the export of data from the **OPAS-G.medias** media-neutral content and media database to a CD. Fine-tuned and/or layout files can also be exported in the process. During export, a viewer program is generated for the database query. You can use **OPAS-G.view** for both the CD production of your database content and the offline keyword assignment of media objects. A CD-ROM viewer program is used to save database changes in a special file, which in turn can be read into **OPAS-G.medias**. A simple way to update your data.

Benefits of OPAS-G

Content & Media Publishing:

- Minimization of the work time to produce a media object for an additional output channel
- Minimization of the work time to deliver a media object in an additional output channel
- Minimization of the work time for the compilation of content for a new media object
- Customer retention and acquisition through the offer of networked services
- Competitive advantages through better cost structures due to the acceleration of work processes

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Features

- Database publishing interface for XML documents
- Objects from the media database can be used directly in document templates
- Automatic rewriting to the database of changes to XML documents
- Database management and storage of input and definitions of database publishing projects
- Differentiated allocation of user authorizations (customer, partner, staff)
- Seamless integration into the OPAS-G overall system with all existing modules
- Based on Oracle SQL Database
- Supported platforms:
 - Database servers: Sun Solaris, Windows NT, Windows 2000, Linux
 - File servers: Sun Solaris, Windows NT, Windows 2000, Linux
 - OPAS-G.xml-object-server: Windows NT, Windows 2000, Linux
 - Native clients: Windows 9x, Windows NT, Windows 2000, Mac OS
- Technical requirements: see <http://www.OPAS-G.com>