



Publishing partner in the digital era

## The services of Promedia Solution



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## Enhancing the value of editorial assets

Using Promedia Solution the value of editorial assets can be easily and immediately increased by improving the production process and enabling new ways of supplying contents:

- easy and immediate access to contents (images, texts, source files and PDF) with a consistent reduction of management costs and search times (ie, availability through ISBN, title, topic, etc.);
- up to 70% reduction of time and costs required for preparation of reprints;
- re-use of contents (publications, parts of publications, abstracts, single elements) for creation of new publications (such as new editions) and to offer new products (such as sale of chapters) from pre-existing volumes;
- efficient management of publication updates on paper and via Web;
- efficient use of print-on-demand technologies and enhancing catalogue value (even if in low copy number);
- availability of contents without depending on the actors of the publishing supply chain;
- use of solutions aligned to the reference standards of the sector (ie, DOI, XML, etc.);
- multimedial delivery of contents, complementary to the paper product;
- integration with E-Commerce platforms;
- use of contents and associated metadata to improve the information flow between all the actors involved in the production process (suppliers, customers, etc).

The distinctive quality of Promedia Solution can be appreciated starting from the quality of the PDF used for printing.

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### Potential users

Potential users of Promedia Solution are:

- editors**, specifically:
- professional editors;
  - scientific editors;
  - University Press;
  - educational editors;
  - editors of books on photography and art;
  - other editors;
- firms and businesses:**
- for dynamic and efficient management of the product catalogue;
  - for organising internal, intermediate and external communication (ie, pharmaceutical, banking, insurance, real estate);
  - to digitalize and rationalise the whole range of documents;

**firms and businesses dealing with photographic and iconographic material.**

### Functions

Promedia Solution is a system to collect, classify, index, catalogue, search, consult and manage the entire collection of digital contents for production purposes and multimedial distribution, specifically of images, texts, print-formatted files, PDF documents used for printing, web contents and a lot more.

The heart of the solution is the addition, to the classified editorial contents, of information and metadata related to, for example:

- the structure of the editorial product;
- the production process;
- the type of publication (book, web, print-on-demand, etc.);
- the management of rights for paper products and digital format products;
- the administrative process and information from management.

Association of information with contents by way of metadata is the key to enhancing the value of editorial assets.



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### Distinctive functions of Promedia Solution are:

- **Classification, indexing, cataloguing**

Information (metadata) regarding the productive and post-productive cycle, together with the administrative and management flows must be added to the digital contents before cataloguing. Through Promedia, association of metadata is automatic and/or, upon request, semi-automatic according to the needs of the customer.

During file dispatch through the Internet the following data can be added: author, title, ISBN, production-management information, etc. A menu for information collection is associated with every dispatch. It can be set as compulsory or not compulsory. The number of fields, the meaning, the origin of the data, its destination, the way of requesting input (check box, menu pop-up, alphanumeric digitations, etc.), permissions (user authorisations) and all else involved in collection and distribution of information regarding the incoming material (or outgoing, towards external suppliers) can be dynamically set up.

- **Searching and consulting**

The solution allows to search and consult digital contents in the DAM system on the basis of the information associated to them (for exam-

ple, volume title, author, ISBN/ISSN, DOI, production/management information etc.).

All the metadata listed above can therefore be searched for, both in simple mode (one metadata per search) or advanced (through searches requiring association of more metadata at a time).

The Promedia System also allows the search for single words or sentences within the content of the displayed files (full-text search)

- **Use of digital assets for production purposes**

The customer can improve management of the production supply chain, allowing suppliers (photolithographers, printers, etc.) to access the Promedia System via privileged access routes to carry out work for production processes. Changes and revisions are never done on the original file because the system generates a new copy for every modified version. The various changes are therefore traceable.

The system also allows to trace reprints thus leading to an unequivocal identification of the final content version and the single pages that have been modified. Thanks to its indexing, search, consulting and traceability options, the solution makes the entire reprinting process



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extremely efficient, guaranteeing up to 70% reduction of time and related costs.

- **Enhancing the value of digital contents currently used for production of paper copies.**

The digital contents used for traditional printing, organised within the Promedia System, can easily be improved to generate new products for distribution and/or publication via Web or through a Print on Demand network. Integration with the management system makes dealing with the connecting transactions easy, using E-Commerce software.

- **Integration with systems of other actors from the publishing supply chain.**

The system can be directly integrated with the management systems of other actors in the production process to automatically provide the productive and post-productive metadata associated with digital contents.

Bona Industrie Grafiche is already able to guarantee automatic association of management/production metadata (format, colour, number of copies, etc) with digital contents for all printed copies.



## Technical details

### Collection of digital material

Digital material is collected via Internet, specifically by sending files via J-Sender (Java Client-Side Application) and completion of the appropriate form by an Internet browser.

### Display and download

The solution allows the job to be displayed in various ways, for example:

- file list (List): a text list, divided in columns showing, for example, the name and file creation date;
- extended view (Details): a list with small icons and data such as a name, file creation date and path in the archive;
- extended view large preview (Detailed Icons): a list of with middle-sized icons and data such as name, creation date and path in the archive;
- preview (Thumbnails): a list of icons only.

All assets can be downloaded locally via Internet. No additional software is required.

Files can be downloaded in different ways, for example:

- high resolution: those used for printing;
- jpeg: lower resolution;
- conversion: this option allows to download but also to change the file to obtain a version more suited for the file's purpose (for example, it is possible to download a file with high resolution but changing from "colour" to "grey scale" for digital printing in black and white).

### Access and privileges

Access to digital assets is regulated by a Login and Password system. The User, by using a User ID (recognition code) and a Password (security code) will have access to the various parts and options available to the chosen solution. The system of access and privileges means access to that the various parts of the system - and the possibility to work on it - is restricted on the basis of the type of user.



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### **Minimum requirements**

The minimum requirements for access to the system are very few.

The solution allows to consult all the digital assets present on the Promedia System through a computer connected to the Internet by surfing software.

The minimum system requirements are:

- for consulting, Windows or Mac operative system, both with software for Internet surfing (Microsoft Explorer or Mozilla Firefox);
- for management (ie, upload and download of contents), the operative systems Windows 2000, XP, VISTA with Java VM application or Mac OS X, if provided (in either case) with software for Internet surfing (Microsoft Explorer or Mozilla Firefox).

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