

# I want simple editorial tools

*Tools that deliver without making my life more complex.*

*Tools that let me work wherever I am, not just in the office.*

*Tools that are intuitive, designed by engineers, not for them.*

*Tools that let me concentrate on creating content, not producing it.*

Asset from Televisual is such a system. It is designed specifically for newspapers and magazines.

It is quick to learn and easy to use. You can work in a simple web browser client, or in your favourite application such as Microsoft Word™, OpenOffice™, Adobe Photoshop™ or Adobe InDesign™.

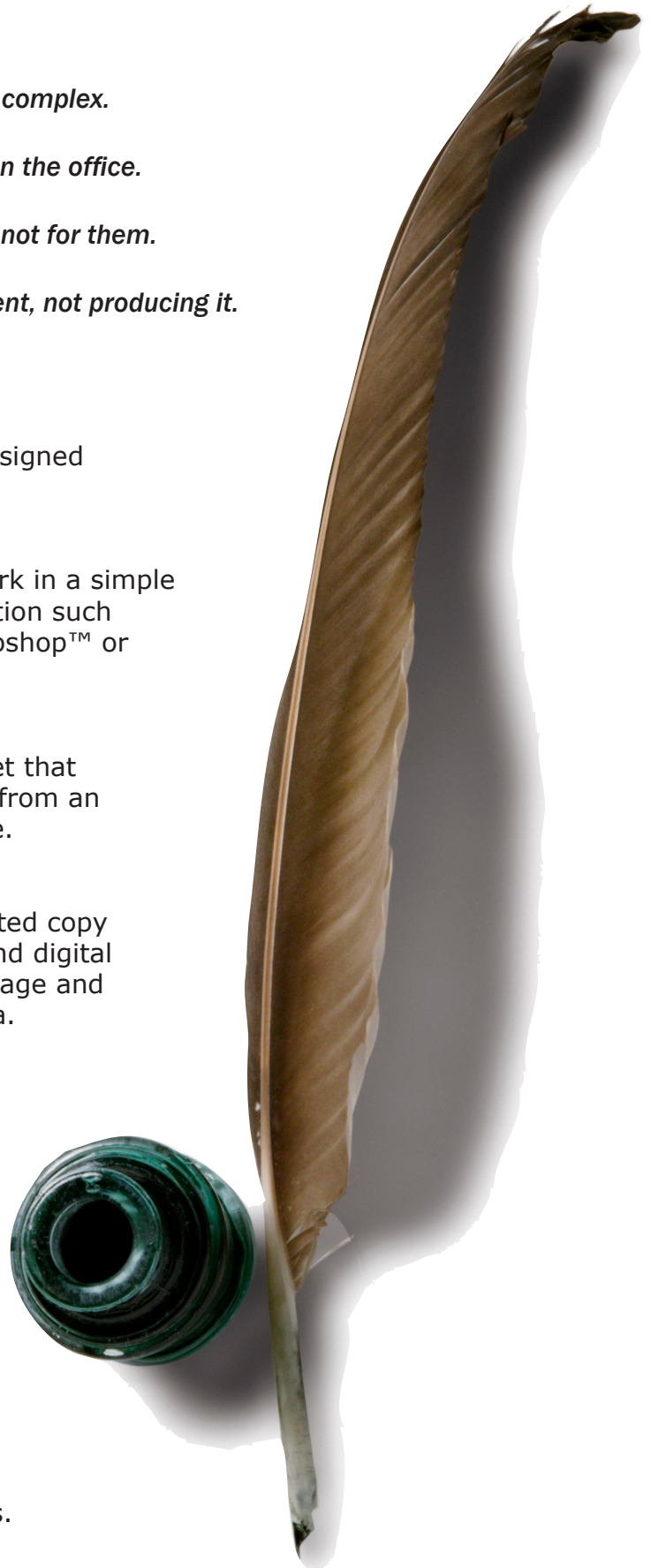
You can work from any computer on the internet that can connect to your office server: from home, from an internet café, the airport, or of course the office.

With its language independence, tightly integrated copy and picture workflow, multi media newsroom and digital asset archive, content is easy to originate, manage and deploy to print, web, mobile or broadcast media.

Asset will also please your IT Director. It's scalable, resilient architecture and rigorous adherence to international standards allows it to evolve with your business.

And last but not least, your Financial Director will be pleasantly surprised by our software license which allows for unlimited users.

Yes, that's right; there are no client license fees.



[www.noclientfees.com](http://www.noclientfees.com)

# About Televisual

Televisual is a subsidiary of Miles 33, a leading global supplier of systems to the publishing industry. Televisual has been providing content management software and services to publishers since 1992.

Asset is its third generation product, building on the strengths of previous releases. It is used by over 30 publishers in 7 countries to manage and deploy millions of digital assets in over 100 publications worldwide.

## Asset Specification

Infrastructure	
Server OS	Microsoft Windows Server 2000™, Microsoft Windows Server 2003™
Client OS	Microsoft Windows 98, 2000, XP, Vista™, Apple OS 9, X™ (Third party applications such as Adobe InDesign™ are not supported on all OS platforms)
Supported databases	Microsoft SQL Server 2005™, Microsoft SQL Server 2005 Express™, Microsoft SQL Server 2008™, Microsoft SQL Server 2008 Express™ Televisual FTF Archive Datastores
Supported browsers	Internet Explorer 7.0 or later (PC), Mozilla Firefox 2.0 or later (Mac and PC), Apple Safari 2.0 or later (Mac)
Communications protocol	HTTP queries return XML from unicode content in database.
Page Server	
Planning operations	Plan multi edition publications in the browser client and create Adobe InDesign pages from a library of template pages. Created pages are under the control of the Asset database, and are named using a customisable page naming convention.
Tracking operations	Track page progress in the browser client using page thumbnails and PDF views.
Ad Planning operations	Create ad plan from shape library in browser client.
Flow Server	
Assignment planning	Plan and track assignments using day, week or month calendar views, or assignment lists
Copy workflow	Create copy in browser client, Microsoft Word™, or Openoffice™. Browser client supports: writing to word count and column depth; applying and preserving bold, italic and underline formatting; checking spelling against over 100 linguistic dictionaries and user created dictionaries; search & replace; link articles to other articles, images, video and audio files; versioning of edits and rolling back to earlier versions; state marking; record locking to prevent two or more users from editing the same article at the same time
Image workflow	Import & export JPEG, TIFF, EPS, PSD images. Read IPTC, NewsML, Adobe Photoshop and XMP captions. Browser client supports: creating & editing captions; rotating, mirroring, cropping, resizing and colour correcting images; applying ICC colour profiles to images; versioning of edits and rolling back to earlier versions; export to & import from Adobe Photoshop™; record locking to prevent two or more users from editing the same image at the same time; batch processing
Agency feeds	Acquire text feeds in NewsML and IPTC7901; acquire image feeds and read NewsML and IPTC Core data; automatically route text & images to baskets using category codes; link text and images automatically from rich XML feeds; create RSS feeds from agency feeds.
Picture desk	Monitor multiple baskets for incoming content; auto update view when new content arrives; monitor RSS feeds
Multi media workflow	Import & export WAV, MP3, WMA, MPEG, MOV files; catalogue and export RSS feeds for Apple iTunes and other web stores; download content from server to workstation for editing in any third party application & upload again to server; versioning of edits and rolling back to earlier versions
Page workflow	Plug-ins for Adobe InDesign CS, CS2 & CS3™ (PC & Mac). Page palette supports: opening pages from an Asset database; tracking page completion status both by state markers and visually with page thumbnails. Content palette supports: creation of composite article library shapes which can include both text and pictures; flowing of articles and pictures from database into composite article shapes; capture of articles created on the page into the database; page turns between different Adobe InDesign documents; capture of all edits made on the page into the database as new article versions; on page linking of articles to other articles and to images to maintain association on web sites and in archives; multiple subbing to allow more than one person to work on one page at the same time; record locking to prevent two or more users from editing the same article at the same time.
Web content management	Manage web content from the web browser client: Allocate content by web site section; rank content for order of presentation; preview content; make content live; edit live content; schedule automatic content updates. Publish to headless Asset server, or export as XML for third party web server. Automatically create RSS feeds.
Workflow automation	Rules engine automates workflow tasks. Rules have a trigger event that can be conditional, and triggers an action. Trigger events include: arrival, update, age and schedule. Conditions include: property must contain a specified value; property must not contain a specified value; property must be empty; property must not be empty; property must contain a minimum number of words. Actions include: move to basket; copy to basket; deny; delete; set property to a specified value; set owner; export from system; send email.
Archive Server	
Ingestion	Directly from Flow Server, or via drop folders
Supported Content	Text (from Flow Server, or as ASCII, delimited, XML, BASIS, BRS, Verity, Phrasea, QPS, Scoop), Images (from Flow Server, or as PEG, TIFF, EPS or PSD), Audio and Video (from Flow Server, or WAV, MP3, WMA, MPEG, MOV), PDF, InDesign Documents, XML
Views	Integrated with Flow Server, or Article view, Lightbox view or e-editions in archive web browser client
Management	Restrict with advisory notice, disable, delete, edit and re-submit
Search engine optimisation	Optional "Google friendly" content streamer creates static HTML pages in a hierarchical structure optimised for crawling by search engines such as Google.
E-commerce	
Function	Provides shopping basket capability, and links to payment service provider to enable sale of content from Flow Server & Archive Server



t: +44 (0)845 867 1039  
 e: info@miles33.com  
 w: www.noclientfees.com