



profium

# Profium News Agency Solution

*Increase your profits by reaching new customers with new services – faster, and with a lower cost!*

- Internationally recognized pioneer in applying semantic technologies on content management and routing
- Committed to open standards from W3C and IPTC
- Established in 1996, privately owned
- Headquarters in Espoo, Finland
- Sales representation in California, USA

## News Agencies

Agence-France Presse (AFP) – News Agency Solution  
ANP Dutch News Agency – News Agency Solution  
STT Finnish News Agency – News Agency Solution

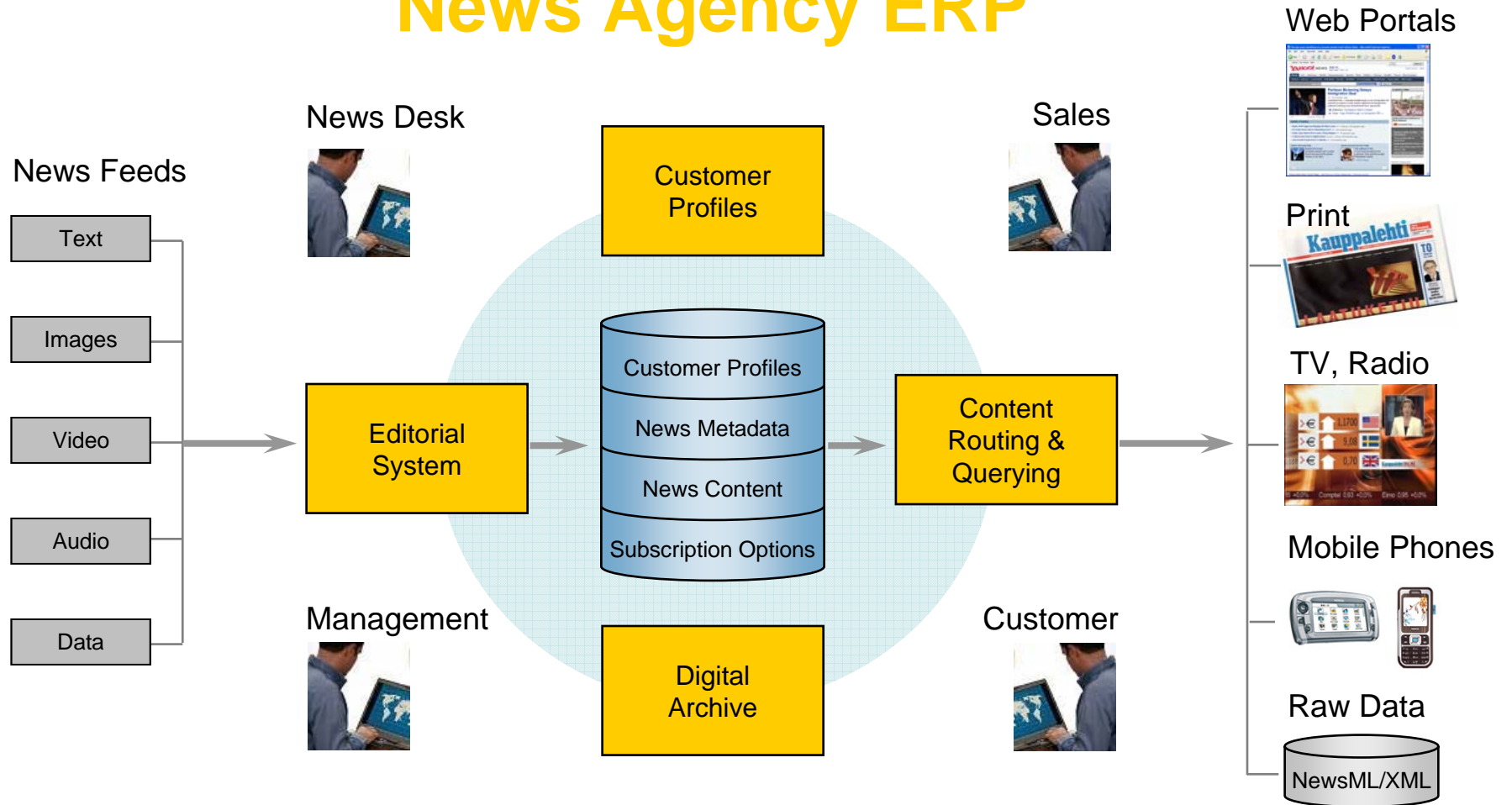
## Publishing Companies

Kauppalehti Online – Editorial system and cross-media content routing system  
WSOY – Digital archive for an e-Learning platform  
A-lehdet – Production system for a publisher of 15 magazines

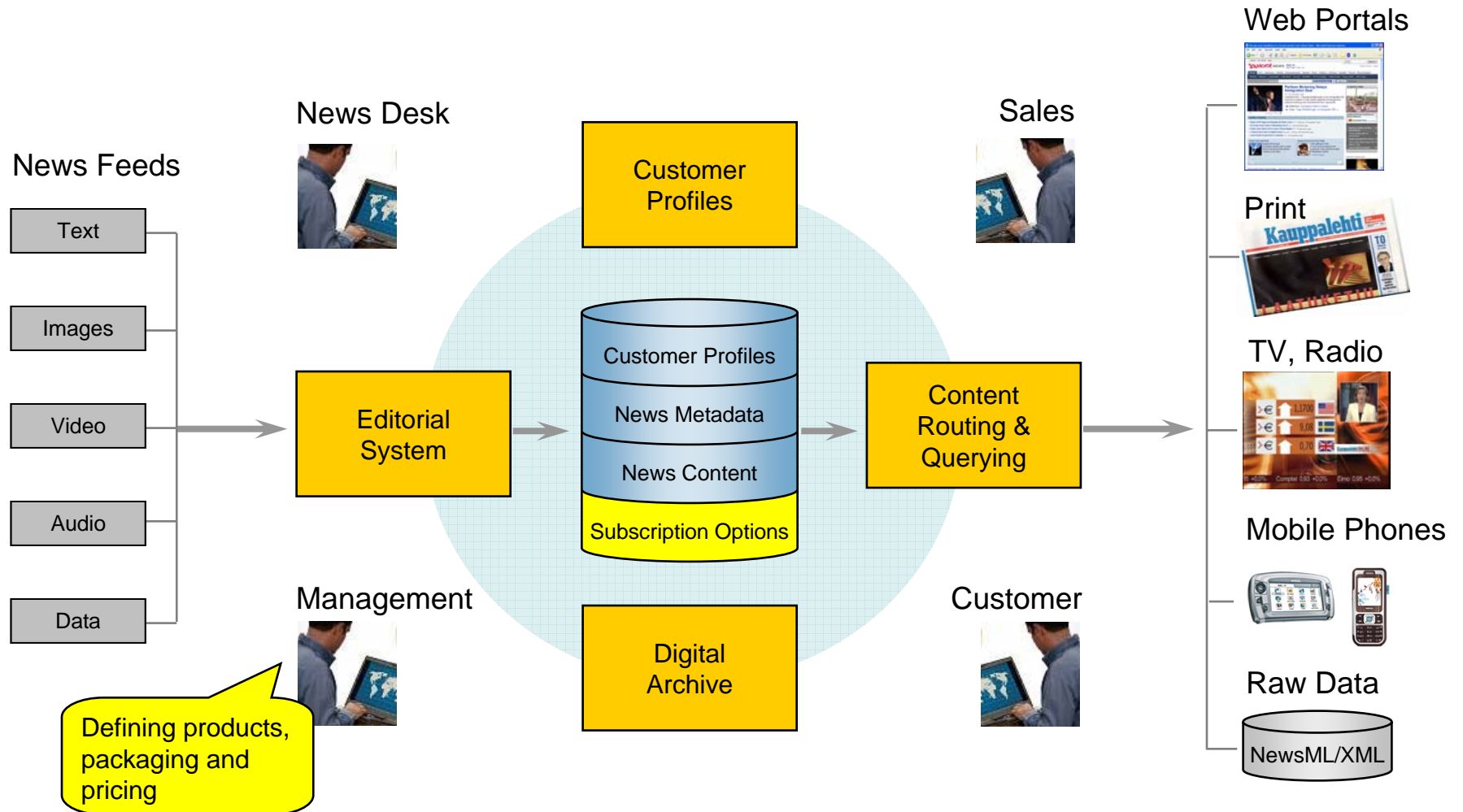
## Public Sector Organizations

Finnish Police – Management of photos for passports and identity cards  
Finnish National Board of Antiquities – Archive solution for a museum  
Mikkeli Polytechnic – Archive solution for hospitals  
Tampere City museums – Media archive

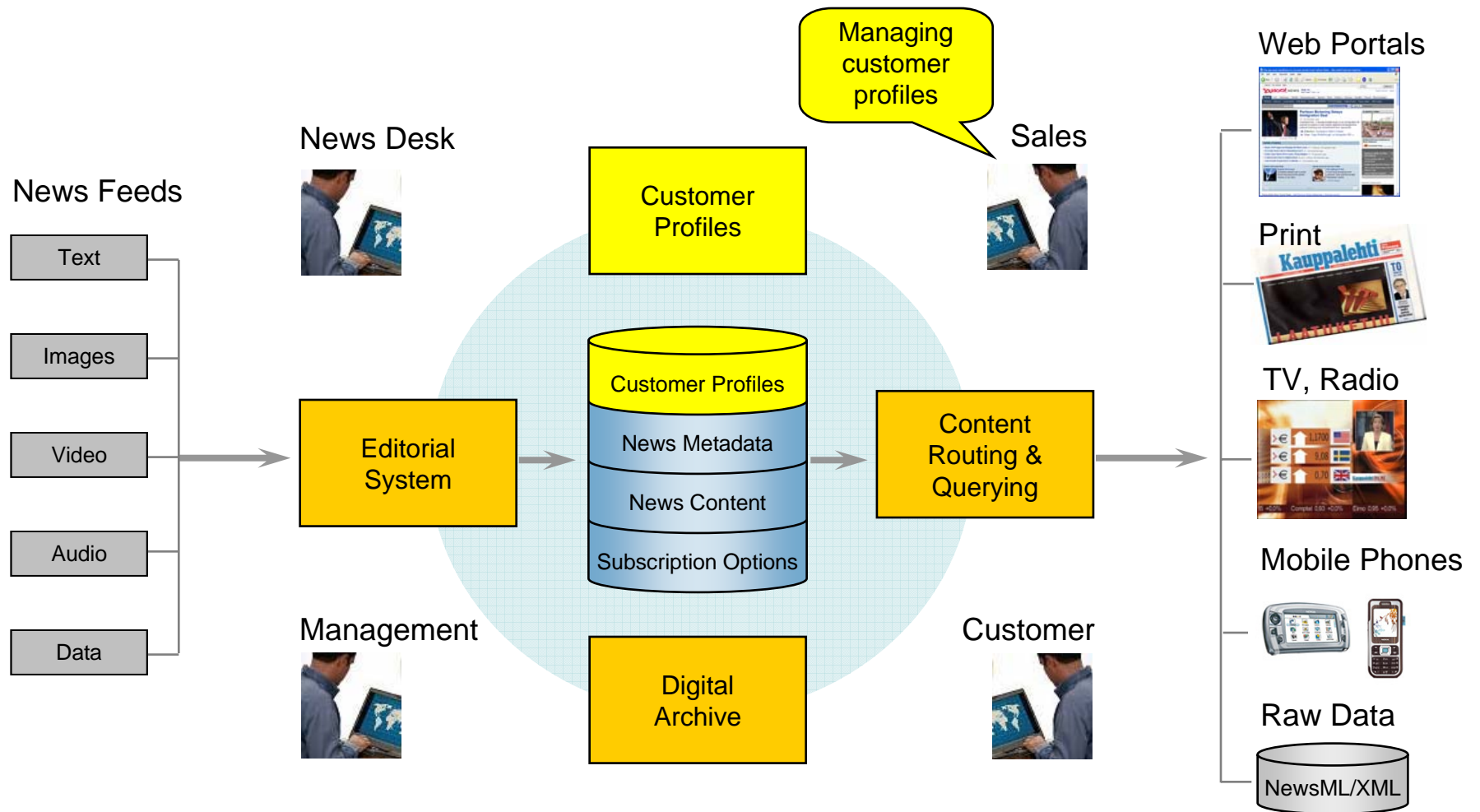
## “News Agency ERP”



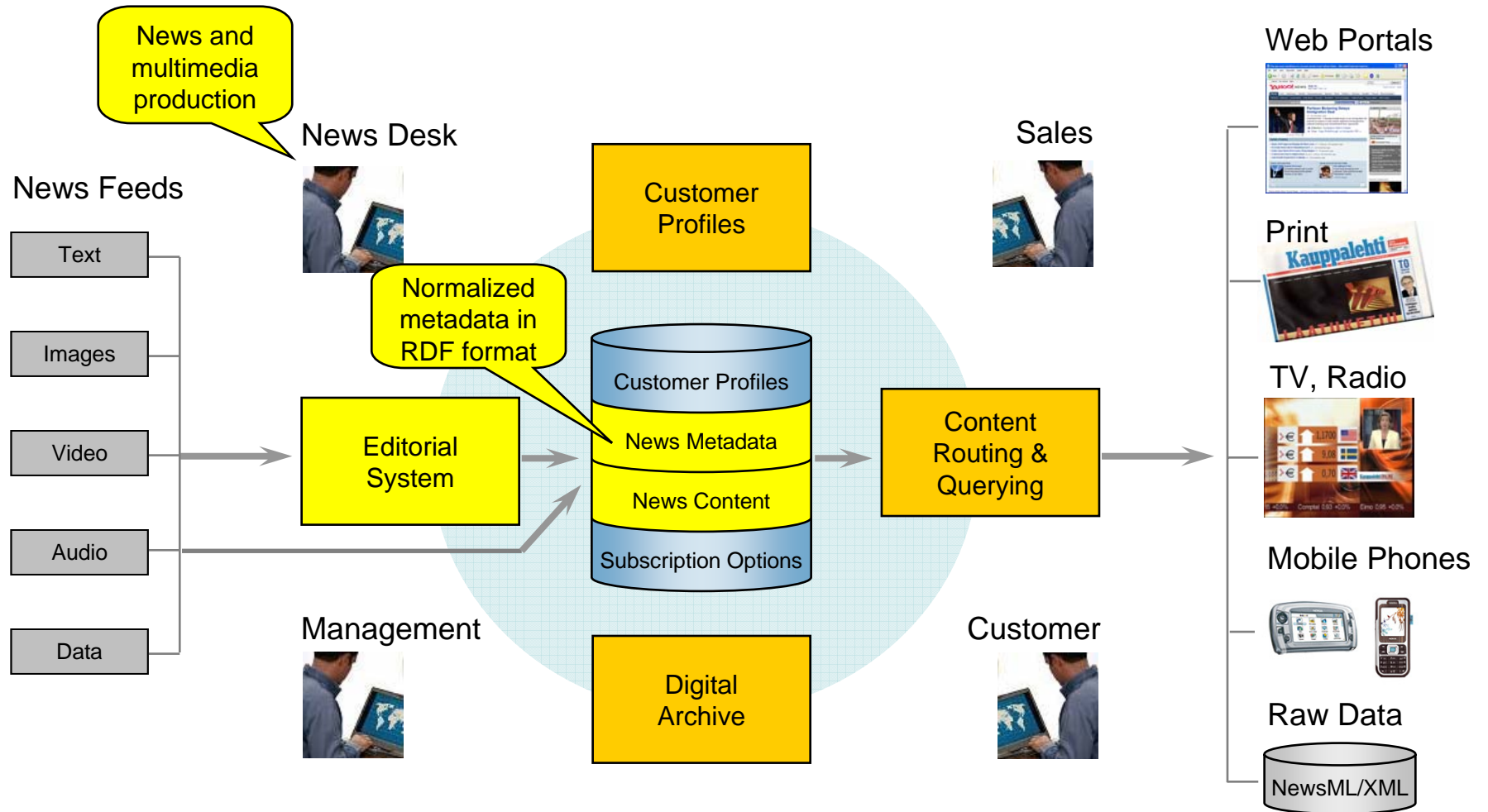
# Profium News Agency Solution



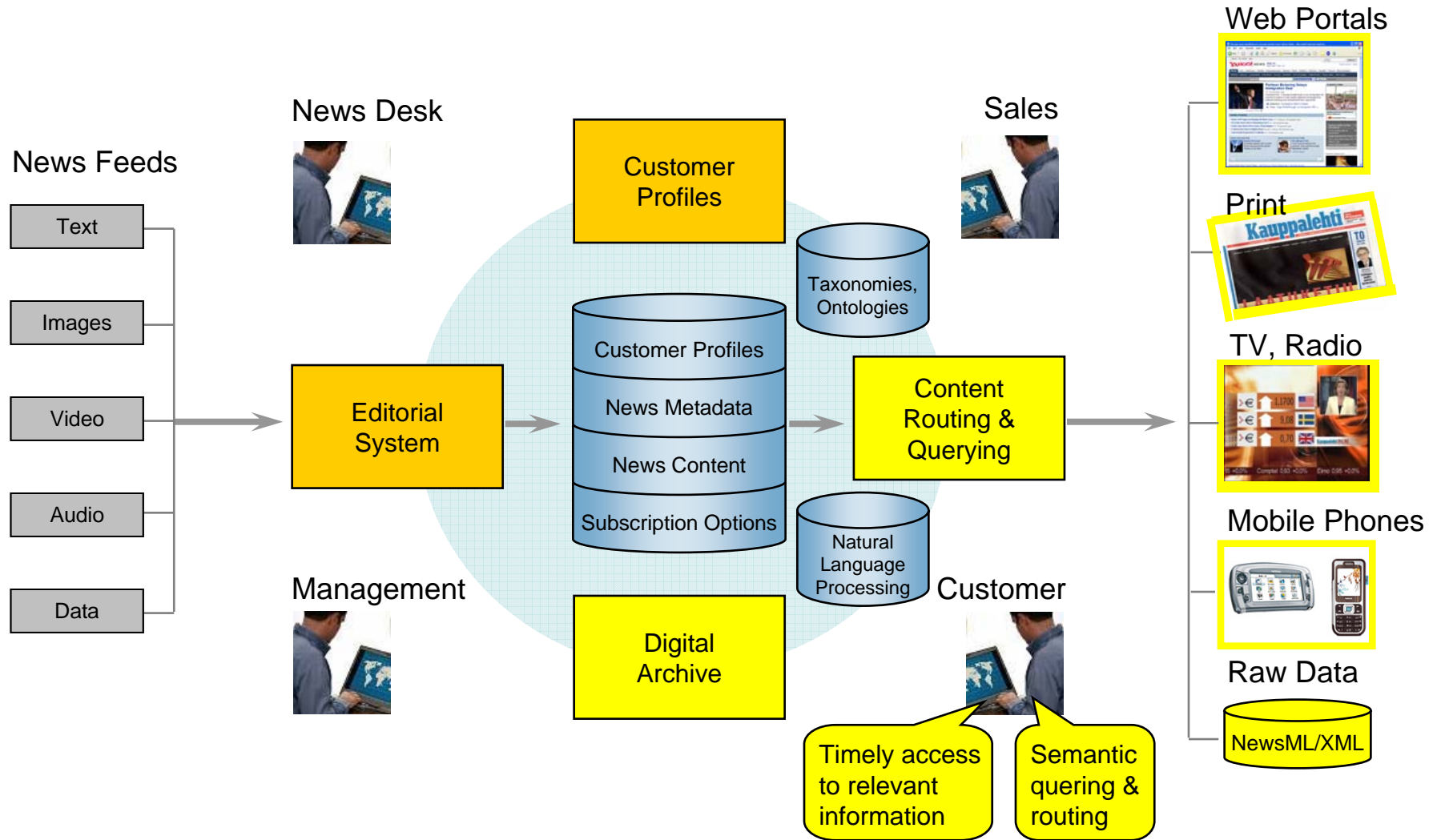
# Profium News Agency Solution



# Profium News Agency Solution

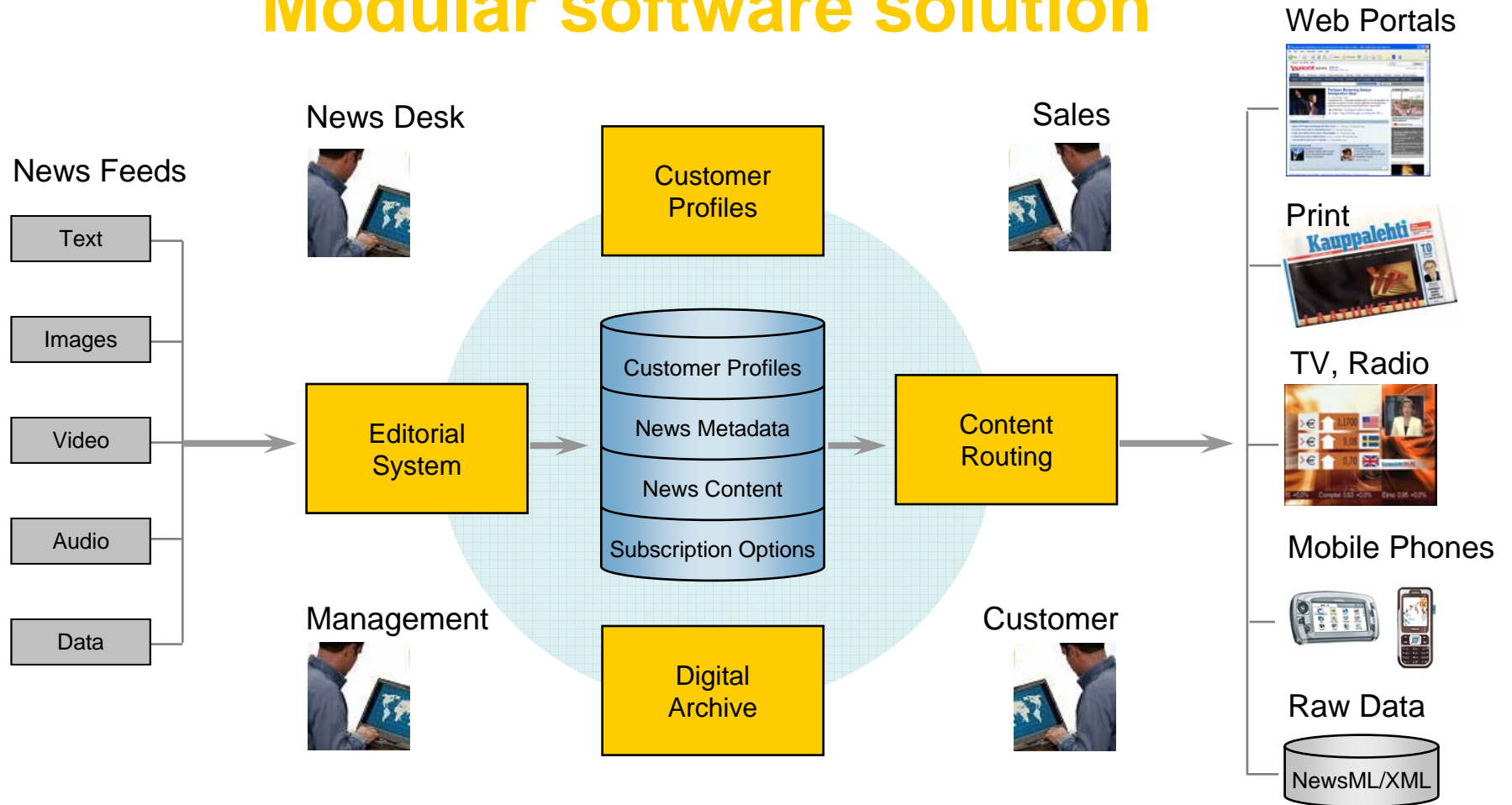


# Profium News Agency Solution



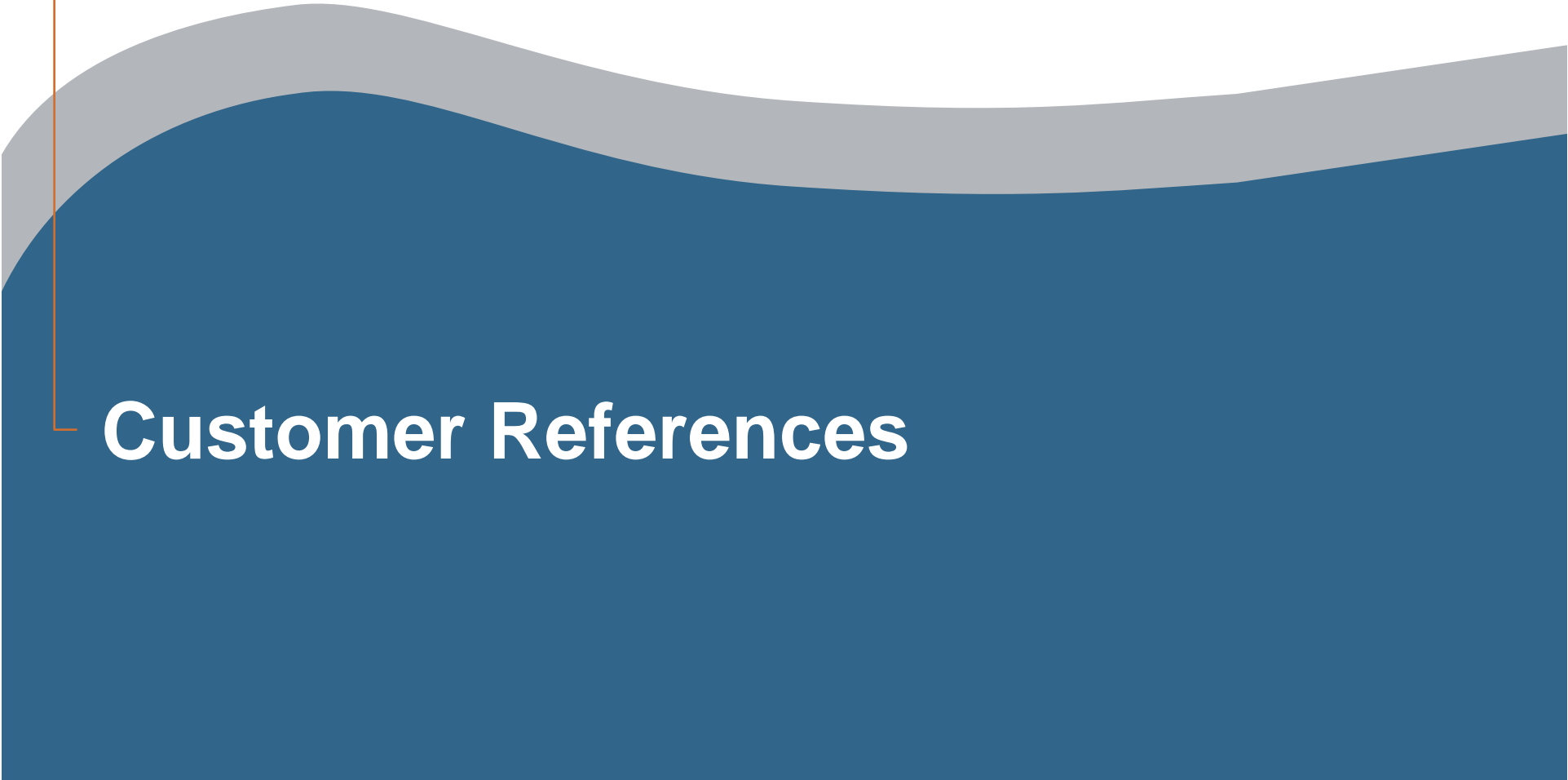


## Modular software solution





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**Customer References**

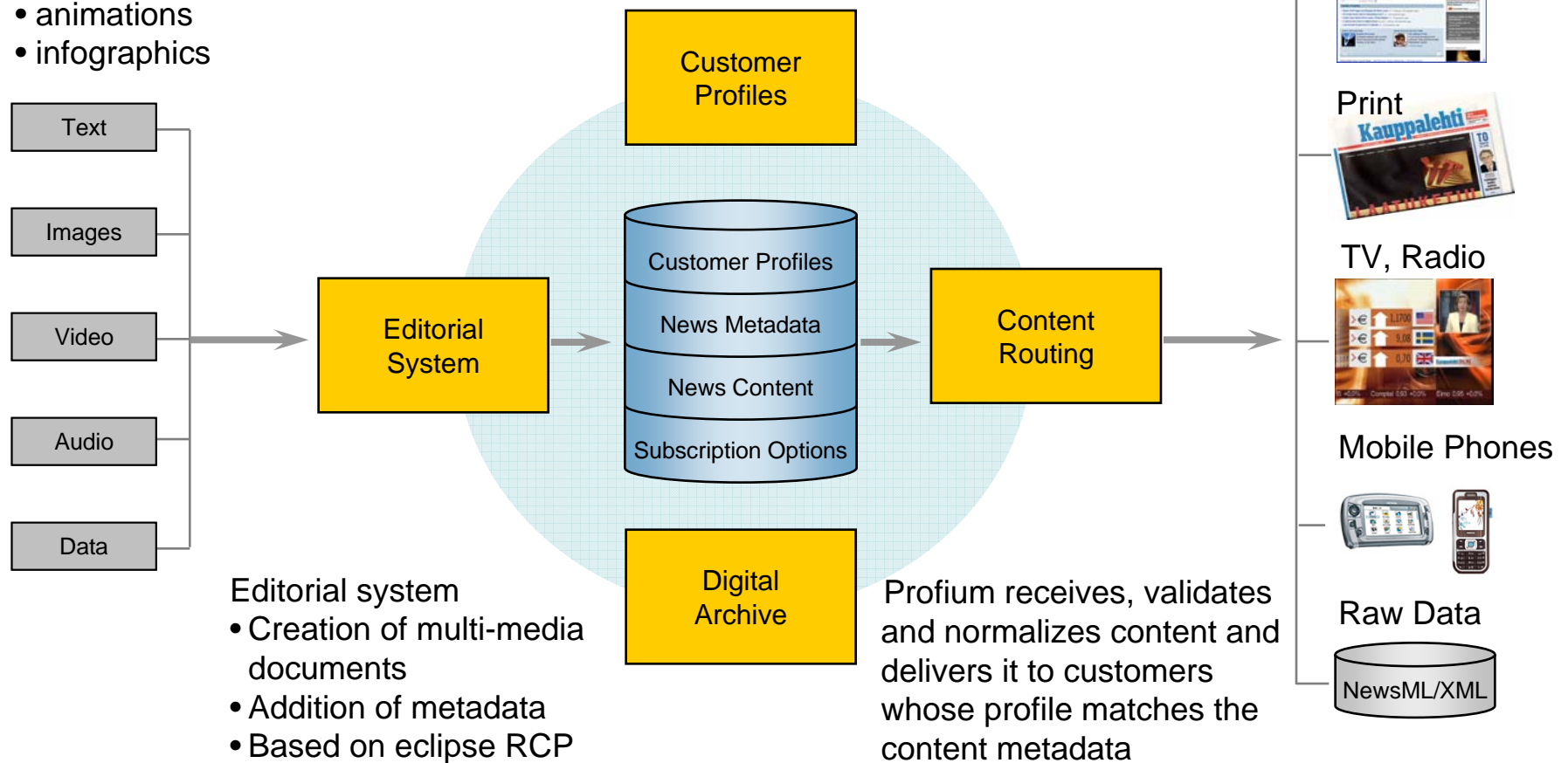
- AFP wanted to renew their multimedia production system so that new customer requirements could be more easily met with
- Profium provided AFP with a system that is composed of a Content Routing System based on industry standards (NewsML, NITF, XML) integrated with an editorial module that supports multimedia production in real-time
- The system allows AFP easily configure new customers and package content in new ways while letting journalists continue creation of high-quality content with high productivity

# Profium solution at AFP



- Real-time reception of
- news in various languages
  - images in various resolutions
  - videos
  - animations
  - infographics

- Delivery in real-time to
- corporate customers
  - in XML (NewsML) and
  - in customer specific formats



*“The use of semantic technologies implemented by Profium allows AFP to maximize the revenues from gathering news business at an optimized cost.”*

Daniel Oudet, CTO, AFP



AFP Multimedia Console NG

File Edit Style Edit Search Window Help

Paragraph

AutoWorkspace Workspace

NewsML Metadata Editor

As this year's Cannes film festival prepares to open, there's no mistaking its main feature: "The Da Vinci Code", the movie, is dominating the programme as it already has the imagination of tens of millions of readers around the world.

The feature, starring Tom Hanks and Audrey Tautou, is to get its world premiere -- and the full red carpet treatment -- in this chic French seaside resort late Wednesday under the full glare of the planet's media when it officially kicks off the 12-day festival.

and promotion-wise, Hollywood is going to pharaonic lengths, literally.

Squatting over the multi-million-euro yachts filling the city's harbour is a sinister black pyramid emblazoned with the film's title, ready to host the exclusive VIP party after the movie's screening.

The stars and director Ron Howard are to arrive in Cannes late Tuesday by special train from London just ahead of a projection for some of the 5,000 accredited journalists.

Along the shore, a billboard for the film has pride of place, above posters for the upcoming "Superman Returns" and "Miami Vice" movies.

Cinema mags and French newspapers are highlighting the event like no other. On Monday, the daily Le Figaro covered the controversy dogging the novel's assertions about a Catholic conspiracy surrounding Jesus Christ -- and the filip the bestseller by US author Dan Brown has already given to Europe's tourist industry.

There's no doubting the 125-million-dollar movie is headed for instant blockbuster status; the 5 million copies of the book already sold ensure a ready market.

But Howard, talking to French television as part of a publicity blitz, made it clear that he considers the story "a work of fiction", and not the revelation of a centuries-old plot.

Text Feed - Search ON Animation Feed

Slugs and publication times:

Slug	Pub
Prévisions-sports	12:00:00 1f
Prévisions-sports	11:59:50 1f
AFPEntertainment-film-US-religion...	11:35:29 1f
Prévisions-internationales	10:26:37 1f
News-Advisory	10:25:37 1f
Prévisions-sports	09:26:51 1f
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Frankreich/Film/Festival/Cannes/H...	08:14:33 1f
Frankreich/Film/Festival/Cannes/T...	08:14:08 1f
Frankreich/Film/Festival/Cannes/V...	08:13:29 1f
Frankreich/Film/Festival/Cannes/S...	08:12:41 1f
AFPEntertainment-Moldova-film-D...	07:00:19 1f
Europe-news-agenda	06:28:50 1f
AFPEntertainment-Film-Cannes	04:27:43 1f

Quick View Pho-Eur Image Feed

Slugs and publication times:

Slug	PubDi
FRANCE-CANNES-FESTIVAL-2006-...	19:20:00 1f
FRANCE-CANNES-FESTIVAL-2006-...	19:20:00 1f
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FRANCE-CANNES-FESTIVAL-2006-...	19:20:00 1f
FRANCE-CANNES-FESTIVAL-2006-...	19:20:00 1f

Current element: P P:25 W:744 C:3999 W:42 / C:222 User:esa Role:Standard Editor 27M of 64

Workplace

News feed / feeds

Editor

Published news

Image feed / feeds



AFP Multimedia Console NG

File Edit Styled Edit Search Window Help

Paragraph

AutoWorkspace Workspace

NewsML Metadata

Head Line: Da Vinci Code' phenomenon sweeps Cannes

Sub-Head Line:

Sub-Head Line:

Sub-Head Line:

Sub-Head Line:

Catch Line: As this year's Cannes film festival prepares to open, there's no mistaking its main feature: "The Da Vinci Code", the movie, is dominating the programme as it already has the imagination of tens of millions of readers around the world.

By Line: Marc Burleigh

Date Line: CANNES, France, May 16, 2006 (AFP) -

Slug Line: AFPentertainment-film-Cannes

Credit Line:

Language: en

Source: AFP

Typage:  POL  GEN  ECO  CLT  SPO  SOC  HIP  DAT  INT  NTS

Genre:

Origin: Country FRA City CANNES

Priority: 3

As this year's Cannes film festival prepares to open, there's no mistaking its main feature: "The Da Vinci Code", the movie, is dominating the programme as it already has the imagination of tens of millions of readers around the world.

Text Feed - Search ON Animation Feed

cannes

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Prévisions-sports	12:00:00 1f
Prévisions-sports	11:59:50 1f
AFPentertainment-film-US-religion-...	11:35:29 1f
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Frankreich/Film/Festival/Cannes/T...	08:14:08 1f
Frankreich/Film/Festival/Cannes/V...	08:13:29 1f
Frankreich/Film/Festival/Cannes/S...	08:12:40 1f
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Europe-news-agenda	06:28:50 1f
AFPentertainment-film-Cannes	04:27:43 1f

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FRANCE-CANNES-FESTIVAL-2006-...	19:20:00 1f
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Current element: P P:25 W:744 C:3999 W:42 / C:222 User:esa Role:Standard Editor 28M of 64M

# Metadata for the news item

AFP Multimedia Console NG

File Edit Styled Edit Search Window Help

Paragraph [Rich Text Editor Icons]

AutoWorkspace Workspace

Title

- TESTING: Italie: le chef de l'Etat prête serment
- Israëli rerere parliament set to approve Olmert cabinet
- TEST-Kenya overpaid fake firms in graft scandal
- Kommentar "Kölnher Stadt-Anzeiger": Konjunkturprognose
- La presse allemande critique l'issue de la crise du CPE
- Un scientifique russe accuse l'auteur du Da Vinci Code
- JONILLE - France abandons contested youth jobs plan
- Le procès de Saddam Hussein ajourné au 12 avril
- Bereits mehr als 10.000 Puten und Hühner in Sachsen g
- Peru presidential front-runner in spotlight with eccent
- Environmentalists hail victory as Japan firms quit
- L'armée de l'air russe va renouveler sa flotte
- Profium SIR unit test for automatic rubric generation
- Automatic doc without title from SIR
- Automatic doc without title from SIR

Rubrics

Title	Modification Date
TOPTHEMEN	14:58:07 10-03-2006
DEUTSCHLAND	14:58:58 10-03-2006
WELTGESCHEHEN	14:59:58 10-03-2006
BREAKINGNEWS	14:49:10 10-03-2006
BILDUNG	15:01:20 10-03-2006
Animation	15:03:22 10-03-2006
JUSTIZ	15:29:23 10-03-2006
WAGNER	15:09:25 10-03-2006
Hintergrund	15:10:16 10-03-2006
Wirtschaft	15:11:09 10-03-2006
Politik	15:11:54 10-03-2006
Panorama	15:12:36 10-03-2006
IM BLICKPUNKT	15:13:38 10-03-2006
AutomaticQuery	13:46:58 10-04-2006

Cannes s'apprête à décrypter, avant le reste du monde, le ...

'Da Vinci Code' phenomenon sweeps Cannes

Sub-Head Line:

Catch Line: As this year's Cannes film festival prepares to open, there's no mistaking its main feature: "The Da Vinci Code", the movie, is dominating the programme as it already has the imagination of tens of millions of readers around the world.

By Line: Marc Burleigh

Date Line: CANNES, France, May 16, 2006 (AFP) -

Slug Line: AFPEntertainment-film-Cannes

Credit Line:

Language: en

Source: AFP

Typage:  POL  GEN  ECO  CLT  SPO  SOC  HIP  DAT  INT  NTS

Genre:

Origin: Country FRA City CANNES

Priority: 3

Urgency: 3

News Type: News

Creation Date: 20060518T12:16:10+0300

Modification Date: 20060518T12:16:10+0300

Publishing Date:

Public Identifier: urn:newsml:afp.com:20060518:CNG.e5a4b39381196ab3049c9e1dbddeb4a.11:1

Revision ID: 1

As this year's Cannes film festival prepares to open, there's no mistaking its main feature: "The Da Vinci Code", the movie, is dominating the programme as it already has the imagination of tens of millions of readers around the world.

Edit Preview

Text Feed - Search ON Animation Feed

cannes

Slug PubDi

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Quick View Pho-Eur Image Feed

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Current element: P P:25 W:744 C:3999 W:42 / C:222 User:esa Role:Standard Editor 29M of 64M



AFP Multimedia Console NG

Image Editor - 100%

High Definition Full Size Medium Size Thumbnail

Align: Left | Image Size: 384 / 257 | Scaled Size: 384 / 257 | Recommended Size: N/A | Selection: 0 / 0

Photo Metadata

OK Cancel

Image Feed size: 2308; page: 1 / 24

User: esa Role: Standard Editor 27M of 64M

Text Feed - Search ON Animation Feed

cannes

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Frankreich/Film/Festival/Cannes/V...	08:13:29 1f
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Quick View Pho-Eur Image Feed

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FRANCE-CANNES-FESTIVAL-2006-...	19:20:00 1f
FRANCE-CANNES-FESTIVAL-2006-...	19:20:00 1f

# Multiresolution image

The screenshot displays the AFP Multimedia Console NG interface. The central window is the 'Image Editor - 100%' showing the 'Photo Metadata' form. The form contains the following fields:

- Caption:** French actress Audrey Tautou (L) and US actor Tom Hanks pose upon arriving at the Cannes train station, southern France, 16 May 2006, on the eve of the start of the 59th edition of the Cannes Film Festival. US actor Tom Hanks and the other stars of "The Da Vinci Code" arrived in Cannes ahead of an exclusive preview screening of the movie version of the bestselling novel by Dan Brown. The sight of Hanks,
- Head Line:** FRANCE-CANNES-FESTIVAL-2006-DA VINCI CODE-TAUTOU-HANKS
- Sub-Head Line:**
- By Line:** VALERY HACHE
- Credit Line:**
- Language:** en
- Source:** AFP
- Photo Typage:**  POL  GEN  ECO  CLT  SPO  SOC  HIP  DAT  INT  NTS
- Genre:**
- Origin:** Country: FRA, City: Cannes

At the bottom of the window are 'OK' and 'Cancel' buttons. The background shows a sidebar with a rubric tree and a main area with a search bar and a list of items in the 'Image Feed'.

# Metadata for the photo





- Wanted to introduce support for multimedia and the content delivery capability in NewsML format
- Profium provided ANP with a content routing solution which lets ANP manage individual customer profiles
- System delivers the customer the right information in the right format at the right time



*“We selected Profium’s SIR solution as the product matched well with our requirements about openness and performance.*

*In addition, Profium has a proven track record in this industry also outside domestic market.”*

*Mark Westerhoff, IT Director, ANP*

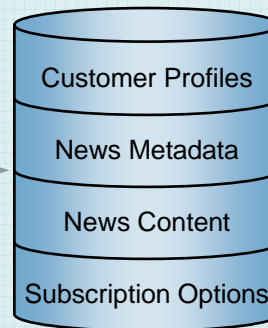
## Integration with Microsoft Exchange

News Feeds



Microsoft Exchange  
Redsys Editorial  
System

Customer  
Profiles



Digital  
Archive

Content  
Routing

Profium receives, validates and normalizes content and delivers it to customers whose profile matches the content metadata

Web Portals



Print



TV



Corporate customers





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Summary

- Packaged solution speeds up the system development and saves IT costs
- Improved productivity by automated processes
- Provides full range of news feeds and delivery formats including XML/NewsML, HTML, email and mobile phones with further development by the software vendor
- Fast and easy launch of new products and pricing structures
- Increased revenues and profits by selling content to broader base of heterogeneous customers

### Profium Oy

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