THE APA MULTIMEDIA EDITORIAL SYSTEM

MARS - WHETHER PRINT, WEB OR AGENCY: TEXT REPORTS, VIDEOS, IMAGES AND GRAPHICS GENERALLY HAVE TO BE DISPLAYED IN PARALLEL OVER A NUMBER OF DIFFERENT CHANNELS. IDEALLY, EDITORIAL SYSTEMS SUPPORT THESE PROCESSES USING INTELLIGENT TOOLS – FROM THE EFFICIENT PRODUCTION OF A NEWS REPORT TO PROPER DISTRIBUTION TO A VARIETY OF PLATFORMS OR MEDIA.

HOW DOES IT WORK?

APA's multimedia editorial system (MARS) was planned and designed specifically for the needs of multimedia editorial offices. The seamless integration of MARS into APA's content routing system facilitates the secure distribution of all published content to the proper channels and media. An integrated workflow engine maps the work process and shortens the paths within the editorial office. MARS also has an interface to APA's OnlineManager, the database research platform which has long been used at many important media in the German-speaking region. Both systems are an optimal complement to one other and make the smooth interplay of research and content production possible. Both systems combined are already successfully implemented in APA's editorial office as well as at the private German newswire ddp Deutsche Depeschendienst.

APA-IT KNOWS WHAT NEWS AGENCIES NEED.

As a long-time service provider of APA – Austria Press Agency, APA-IT has a very precise understanding of the work processes in the industry. APA-IT develops products which simplify the workflow in the editorial offices in order to make more efficient use of resources. APA's multimedia editorial system facilitates this through the integration of new interfaces and adaptation to the individual needs of specific clients.

MEDIA SOLUTIONS > CONTENT-MANAGEMENT

APA-IT Information Technology
Martin Schevaracz
Tel.: +43/1/360 60-6060
Fax: +43/1/360 60-926060
E-Mail: it@apa.at
Web: www.apa-it.at