NEWSWORKS - COMPREHENSIVE, EFFICIENT, FLEXIBLE

newsWorks is the perfect tool for professional media monitoring needs. Its flexible system of customized modules adapts to any needs to ensure a comprehensive and efficient media monitoring.

newsClip
newsClip is the module used to clip articles from newspapers, magazines and websites. It comes with an integrated OCR for titles and subtitles and also provides the original view of the whole publication page giving you the context in which the article was published.

newsPress
newsPress is the module used to assess the clipped press articles and assemble them in a digital press review.

newsFlow
If more than one newsClip is in use the workflow module newsFlow is installed to ensure a smooth control of the machining sequence and distribution processes.

newsWorks Mobile Solutions
As a large number of our clients already read their press reviews on mobile devices, we have developed the matching mobile solutions. Our flagship development is the newsWorks App. The app comes in a minimal, sleek and intuitive design that perfectly uses all advantages provided by tablet technology (multi-touch and gesture control, simple zooming and page swipe) and ideally combines them with all features you expect from a classic press review: clearly arranged running text, articles sorted by date, category and subject, compelling original scan views, pin sharp image galleries - and even (from version 6.3 on) embedded audio and video clippings.
The seeker

Being the son of a billionaire, there was no actual need to work himself. But he took the challenge to reorganise Leica. Now the entry of a financial investor crowns his work.

Financial Times Germany | Oct 20 2011

It turned gray during his time at Leica - his beard and his hair he used to style like Jimi Hendrix when he was younger. Andreas Kaufmann could have gone bankrupt with camera manufacturer Leica, at least that was what many expected when Kaufmann took...

Leica plans to soar with new investor

Die Presse | Oct 19 2011

With the commitment of US-company Blackstone, German camera manufacturer Leica wants to double its revenue to 500 million Euros until 2016. After once dominating the world of photography, the change to digital maneuvered Leica near bankruptcy. But by now people of the company headquartered in Solms think big again. Blackstone acquired a 44 procent share of Andreas Kaufmann, the one who...

Leica continues to grow

Focus | August 12 2011

After some years of crisis, Leica catches up with newly introduced professional and digital cameras. Thanks to strong demand, Leica started dynamically in the new business year 2011/2012. The company increased its Ebit by 36,7 procent to 16.5 millions Euros in the first quarter, order books are completely full. „Despite doubling our production capacities for objective lenses, we still are not able to catch up with demand“, states Leica-CEO Alfred Schopf. The executive board decided on several tasks to ...

Made in Germany - Leica is back in the profit zone

Deutsche Welle | March 21 2008

When optical company Leitz introduced its first 35mm camera in 1924, it immediately revolutionised the field of photography. The new camera was compact, handy and enabled unobtrusive and fast photographing. Soon it went into high volume production.
SUMMARY

Import
- E-paper-PDF
- Scanned press articles, TIFF, JPG, JPG2000
- Websites

Processes
- Automated layout analysis (identification of image and text elements)
- Automated clipping of desired articles
- Automated OCR and text correction
- Automated capture of meta data
- Automated embedding of original scan view
- Automated assembly of the articles into a press review
- Individual evaluation of articles and organisation into categories
- Individual branding of press reviews with client CI
- Addition of a work flow monitoring system possible
- Further automation by connecting a processing server
- Automated highlighting of defined keywords
- Automatically updated feeds from news portals

Output
- PDF, PDF/A (with searchable full text and keyword highlighting)
- Email
- HTML, XML, TXT and Word-DOC
- MobileCast (HTML for mobile devices)
- App (for iPad)
- RSS feed
- Print
newsWorks References

Selection

TRANSPORT/LOGISTICS
Fraport AG*
Amsterdam Airport Schiphol*
Deutsche Lufthansa AG*
Renault*
ADAC

MEDIA
Deutschlandradio*
Dumont
Frankfurter Allgemeine Zeitung*
BBC*
Radio France*
Bayerischer Rundfunk
Hessischer Rundfunk
Australian Associated Press
RTL Group
ZDF
France Télécom*
Gruner+Jahr
Deutsche Welle
Mitteldeutscher Rundfunk
WDR mediagroup digital

INDUSTRY
Robert Bosch*
Philips*
Fujitsu*
Vattenfall
E.ON
Stihl*
Gauselmann
AkzoNobel*
F. Hoffmann-La Roche*
Henkel
Association of the Chemical Industry

FINANCE/INSURANCE
Allianz
Deutsche Bank
DekaBank*
German Investment Trust
Dresdner Bank*
HypoVereinsbank
Nürnberger Versicherungsgruppe
Deutsche Postbank
Verband der Privaten Bausparkassen*
BayernLB
ING Netherlands*

PUBLIC AND GOVERNMENT INSTITUTIONS
Federal Ministry of Education and Research
Federal Ministry of Finance
Federal Ministry for the Environment, Nature and Nuclear Safety
Federal Ministry of the Interior
Federal Constitutional Court*
The Press and Information Office of the Federal Government
German Bundestag
Bundesananstalt für Finanzdienstleistungsaufsicht (BaFin)
German Pension Fund*
Bundesverband Investment and Asset Management (BVI)
Deutsche Forschungsgemeinschaft (DFG)
Cologne Institute for Economic Research
The City of Stade
Office of Lower Saxony Prime Minister
Office of Bremer Prime Minister
Office of Hessian Prime Minister
Hessian Ministry of Higher Education, Research and the Arts
Hessian Ministry of Economics
Lower Saxony Ministry for Culture
Parliament of Mecklenburg-Western Pomerania
Bavarian Regulatory Authority for Commercial Broadcasting*
Bavarian Ministry for the Environment and Public Health
Social Democratic Party of Germany (SPD)
Library of the Federal State Tyrol and of the University of Innsbruck
Federal Chancellery of the Republic of Austria*
Junta de Andalucía Spain*
City Council Bad Homburg v. d. Höhe
Federal State Government of Thuringia
Konrad-Adenauer-Stiftung
Bibliothèque de l’Assemblée nationale du Québec*

MEDIA MONITORING AGENCIES
TNS, Lithuania
BurrellsLuce, USA
Universal Information Services, USA
Business World, Ireland
Newsaccess, Ireland
LETA, Latvia
A.R.C.U.S., Germany
Ausschnitt Medienbeobachtung, Germany
Cision, Germany
pressrelations, Germany
Argus, Switzerland
Management Tools, Switzerland
Knipsel, Netherlands
Kliping, Slovenia*
Meedius Eesti, Estonia
Fjölmidlavaktin, Iceland

*Customer of local newsWorks distributor or media monitoring service partner