



28.10.09 Category: Productnews

Microsoft and Quark Demonstrate an Integrated Solution For Multimedia Journalism and Multi-Channel Publishing

Solution Helps Publishers Streamline Content Development and Enable Single-Source Multi-Channel Publishing

[Translate to English:] Microsoft und Quark stellen eine neue Lösung vor, die Verlagen hilft, in der aktuellen Umgebung der Multi-Channel-Medien konkurrenzfähig zu bleiben. Die Lösung verbindet die redaktionelle Zusammenarbeit und das Dynamic Publishing zur Optimierung der redaktionellen Workflows und das Multi-Channel-Publishing aus einer Quelle.

Die auf Microsoft Office SharePoint Server, der Plattform Microsoft Unified Communications, Quark® Dynamic Publishing Solution™ (Quark DPS) und Microsoft and Quark demonstrate a new solution that helps publishers stay competitive in today's multi-channel media environment. The solution combines editorial collaboration and dynamic publishing to streamline editorial workflows and enable single-source multi-channel publishing.

Built on Microsoft Office SharePoint Server, the Microsoft Unified Communications platform, Quark® Dynamic Publishing Solution™ (Quark DPS) and Quark® XML Author™, the solution consolidates communication processes, facilitates collaboration, and streamlines workflows to improve the efficiency of the creative and editorial process, and ultimately help publishers be first out with stories either in print or digitally.

- View incoming RSS feeds
- Share story ideas
- Track events and plan coverage
- Request, find, and allocate suitable resources
- Search related content and subject matter experts
- Author content in XML that is suitable for multi-channel publishing
- Effectively track review and approval workflows
- Communicate effectively using presence status indication, instant messaging, voice over IP, e-mail, audio and video conferencing
- Incorporate professionally designed output for a variety of channels

"Newspaper and magazine publishers face the challenge of reaching readers through multiple media channels that require a variety of file formats. The manual re-creation of content that many publishers use today limits productivity and their ability to seize new market opportunities," said Terry Welty, Senior Vice President of marketing for Quark. "Quark's integrated editorial solution with Microsoft allows content creators to adopt a story-centric work style; focusing on the story rather than the output channel." "With the increased diversity of media, and distribution channels, journalists, editors and publishers want to create relevant content suitable for different formats and audiences," said Rainer Kellerhals, Global Media & Entertainment Solutions Lead, Communications Sector, Microsoft. "Quark is helping these professionals become more productive, get news out quickly, and reach audiences across print and digital media formats, with flexibility and a much lower cost compared to traditional print publishing solutions." Core Components Below is a brief description of the core components of Quark and Microsoft's editorial and dynamic publishing solution for newspaper and magazine publishers.

Microsoft Unified Communications:

Encompassing Office Communications Server, Exchange Server, Office Communicator, and Office Outlook, the Microsoft Unified Communications platform helps end users be more productive by enabling communication and collaboration with others in different locations or time zones using a range of options, including instant messaging, voice, e-mail, presence, desktop sharing and video conferencing. Integration with programs across the Microsoft Office system provides many different ways to communicate directly within the context of their task.

Microsoft Office SharePoint Server:

Microsoft Office SharePoint Server is an integrated suite of server capabilities that can help improve organizational effectiveness by providing comprehensive content management and enterprise search, accelerating shared business processes, and facilitating information-sharing across boundaries for better business insight. The solution will support the upcoming release of SharePoint Server 2010 when available.

Quark XML Author:

Quark XML Author is the next generation of XML authoring tools. It is an add-in to Microsoft® Word that lets anyone easily create XML documents with no knowledge of XML and little or no training.

Quark Dynamic Publishing Solution:

Quark Dynamic Publishing Solution (Quark DPS) is publishing software that combines flexible layout with automated publishing to deliver accurate, relevant, and attractive communications across multiple types of media, including print, the Web, and mobile and electronic devices. By automating the publishing process, Quark DPS eliminates dependencies on hand-crafting and cut and paste techniques, which improves productivity and reduces costs.



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