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Media Mogul Regional Newspaper Edition

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Introducing Big Brother's Little Brother

Is your newsroom full of the usual clutter associated with banging out edition after edition?

Are you having trouble finding the right images to use on local workstations, or from the piles of CDs lying around the office? Does finding that archived image involve trying to remember what day it arrived on the ISDN or email and where it went after that? And are you getting fed up of relying on old copies of the paper to tell you what you wrote last week?

Media Mogul RNE is Picdar's Regional Newspaper solution that helps you solve all of these issues in one go.

It is everything you'd want from a national system in a local system configuration and is crammed with the quality features you'd expect from a company with 20 years experience in the field.

Media Mogul RNE has been developed from Picdar's market leading Media Mogul Picture Desk and Library systems, now being used in anger 24/7 by 85% of National Newspapers. It retains all the essential elements you'd expect from its Big Brothers, but is now available in a package to suit you.

In short, Media Mogul RNE:

- Permits long-term image archiving of images, stories, fully made-up pages and entire editions.
- Provides real time control of images as they move from the photographer's camera to the printed page.
- Saves you time and money.
- Enhances and improves the consistency of your end product.
- Provides automated image workflows around your organisation.
- Allows greater re-use of existing work.
- Frees up time to produce new products using the same content.
- Opens up new opportunity to add revenue generating opportunities such as readers' prints, syndication and licensing.

Key features:

- Works in tandem with other systems including Quark, InDesign and Photoshop.
- Controlled access to the system by centrally managed personalised passwords and user permission.
- Supports XML for simpler and more uniform web-related publishing.
- User friendly with easy to navigate interface for search, location, selection and retrieval.
- Robust architecture derived from Picdar's long history of providing digital asset management solutions
- Unrivalled expertise and customer service from a team accustomed to exceeding expectations.

Digital Asset Management solutions from Picdar offer unrivalled business benefits, 24/7 support and guaranteed peace of mind.



Why Media Mogul, what's in it for you?

- Media Mogul, in all its forms, is recognised as being **rich in functionality**, with an easy to navigate user interface for search, location, selection and retrieval of digital assets. It is also easy to integrate with Desktop systems like Quark, InDesign and Photoshop, as well as your own corporate systems and databases.
- **Media Mogul** is a totally scalable, extensible system able to maintain unparalleled performance and reliability throughout an extensive range of configurations and database sizes.
- **Media Mogul supports XML** for simpler and more uniform web-related publishing.
- **Media Mogul runs on Unix and Linux servers**, and is accessible from Macs, PCs and Web browsers. Picdar also has unrivalled expertise and customer service from a team accustomed to exceeding expectations.
- **Media Mogul control costs** by managing rights and providing controlled access to Individual (expensive) assets.
- **Media Mogul can re-purpose content** easily into new products and media, because it is all accessible from a single place.
- **Media Mogul presents opportunities** for quicker time to market, because it reduces the elapsed time to create and approve new content - whether it is marketing collateral or the published product itself - which gives revenue earlier and can enable you to secure a greater market share.
- **Media Mogul cuts cost** by making it easy to re-purpose what you already have for different needs.
- **Media Mogul allows you to generate new revenue** from the same content.

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