



The daily updated film for newspaper publishers

n The special feature of a daily updated film is its ability to combine all the elements of a demanding film with the option of utilizing the potential to automatically regenerate the latest subjects of topical interest. The protagonist in case of productions for newspaper publishers is always the latest issue of the newspaper. The daily updated film is thus able to make a lasting impression on the viewer and, compared to conventional video or PowerPoint presentations, is absolutely unrivaled. In the age of online media, the daily newspaper continues to hold its position as a modern medium providing updated coverage.

And the daily updated film plays a vital part in molding this image by ensuring that the newspaper continues to have a striking presence and fully modern image and by integrating numerous contents of the latest issue into the film.

To this end, individual newspaper pages, news ticker headlines or Internet screenshots, for instance, can be used among several other alternatives.

n Consistently updating specific topics prevents the production from becoming visibly obsolete, which is of course a huge benefit in the long run. Viewers can experience an unprecedented update of current events and personalization, for instance, through a personal welcome message in the film.

n Selecting the edition: depending on the background of specific viewer groups, the daily updated film can be well stocked with different subjects. As a result, it is also possible to give viewers "their familiar local edition" in the film.



Technology:

n The production is rendered in high-grade HD quality: 1280 x 720 pixels (in comparison to conventional video films: 768 x 576 pixels).

Details and screenshots (e.g. from the editorial department or the newspaper production) are reproduced accurately and in high definition. Thanks to the visual brilliance of the images, the viewer can enjoy a first-hand “screening” of the newspaper production.

n Automatic updates including automatic post-production by virtue of programmed retrieval from the internet as well as the intranet ensure that the latest representation is available in best quality – without any need for additional production expenses following completion of the presentation.

n Data acceptance and acquisition via conventional interfaces and file formats (PDF, TIF, JPG, BMP, TXT)

n Earmarking update options for the client without special know-how or involvement of the producer always keeps the film up-to-date and, at the same time, highly cost-effective without any follow-up expenses.

n Reproduction on the PC facilitates the presentation of dynamic contents. The updates are processed on the local PC, allocated appropriately and personalized prior to the actual broadcast.

n The optional feature of selecting between various newspaper issues ensures that the desired version is always processed in advance.

n Moreover, freshly processed films that are updated on a daily basis can also be broadcast externally or on the internet.