

## Speeding Segmentation with Olive Software

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## Steps for Faster Segmenting

**Albuquerque Journal chose to do all processing and hosting in house rather than outsourcing.**

- Journal wanted control of all archive data
- Journal wanted total control of all posting
- Journal wanted software in house after bad experiences with internet vendors disappearing.
- Journal wanted to be able to quickly make changes to production systems and look and feel of products delivered to readers.



## Why Olive?

- Olive allows customers to have control and have software in-house rather than only as an ASP (application service provider).
- Journal needed a new archive and wanted the content saved to match exactly what was being printed on the press. It wanted searchable, electric microfilm The only way to guarantee the archive is exactly what came off the folder is to use the PDFs that are used to make the plates rather than Quark source documents.

## Who Segments?

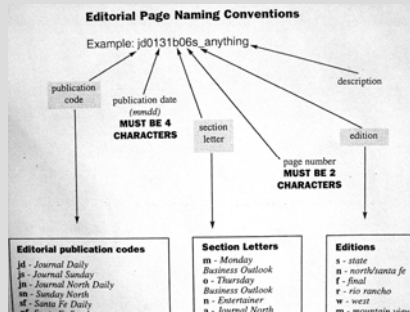
- The Albuquerque Publishing Co. library acts as the decomposition room, segmenting the Journal and three zoned sections for the eJournal each night. It also segments the two editions of the Albuquerque Tribune (PM paper) each day as well as makeover pages from the Journal's four editions.
- Two employees work each overnight shift.
- A total of 1 full time, 4 part timers (about six hours daily) and a manager segment about 215 pages each day.

## Hints to Add Speed

### Processing pages for an Olive ePaper

- Consistent naming of pages
- QA before handoffs between departments
- Investment in equipment
- Profiles for segmenting
- Customizing training materials

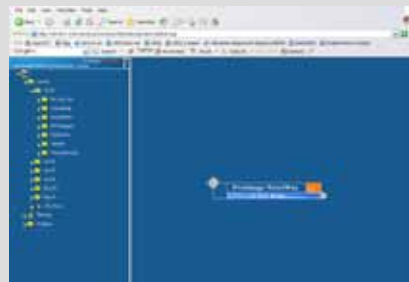
## Page Naming



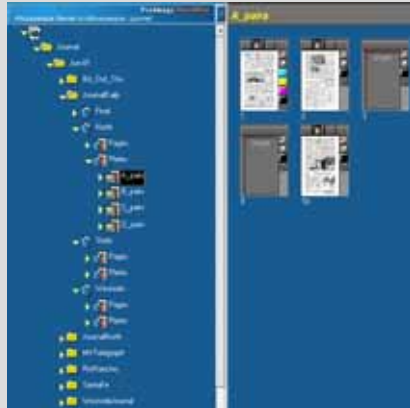
- It all starts with naming your pages consistently when sending to output device

## Page Tracking System

- We use AGFA Proimage Newsway page tracking system
- Newsroom sends editorial content
- Advertising makeup sends ads



- Newsway stitches ads to editorial
- Page is approved and released to platemaking



## The Fork in Platemaking



- Platemaker releases page to create a plate
- Newsway also creates a pdf for later use by Olive

## Plate is Sent to the Press



## Page is Printed



## Renaming Pages for Olive

After QA, the press begins running:

- A program written by our systems group renames all pages from Newsway naming conventions to Olive names
- Program also copies pages to Olive server

## Segmentation Begins

- Segmentors working the overnight shift copy folders containing all renamed pages to local segmentation stations for combining into complete editions using Olive Acrobat plug ins



Note we have three segmentation stations

## 23" Portrait Monitors

- Monitors rotate to fit a broadsheet



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## Learn How to Tweak

- A few hours of tech work on a profile will save hundreds of hours for segmentors
- Have different profiles for any publication with unique sizes or fonts
- Ask for newsroom notice whenever they change fonts or look of the paper

## Newspaper Library



- Offers preview of eJournal on large screen to the public and the company



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