

Notes _____

Visit the NICA Website at:

<http://www.ibm.com/software/data/nica>

Global NICA Contacts:

**Lorenzo Monaco
Bus. Development Manager
Rome Solutions Lab**

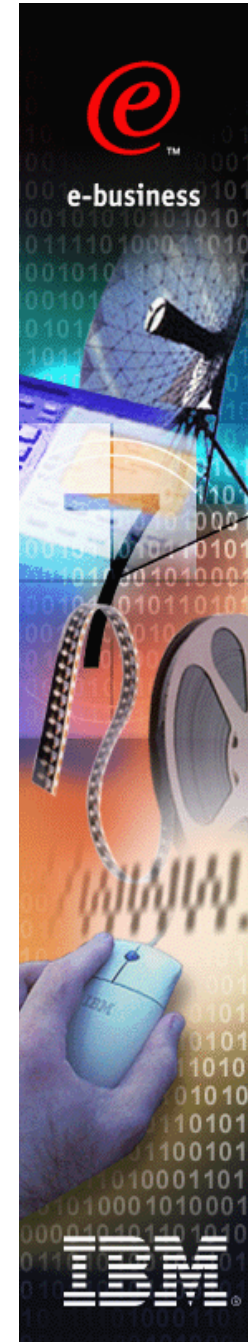
monaco_lorenzo@it.ibm.com

Office: +39-06-5966-4242
Mobile: +39-39-335-784-0984

**David Rocha
NICA Product Marketing Manager**

drocha@us.ibm.com

Office: 866-390-4559 (USA)
Office: 860-658-6329 (Intl.)
Mobile: +1-860-883-3729



NICA

Networked Interactive
Content Access

Quick Reference Guide



2007

IBM NICA

Networked Interactive Content Access

NICA is an end-to-end digital asset management solution that provides newspaper and magazine publishers, photo and press agencies or any company that needs to manage publishing content, the ability to manage, archive, retrieve and reuse content such as text, images, graphics, pages, audio and video clips. Through its open architecture, NICA can be easily integrated with customers' production workflows, editorial creation applications and front-end content creation systems. NICA provides the workflow management that allows the easy integration of the solution into the customer's environment. NICA can handle multiple storage repositories from a DVD Jukebox to an external enterprise content management repository. NICA is designed to preserve historical media, increase productivity and shorten production times all while allowing reuse of content for new revenue streams.

Features:

- Performs digital archiving of photos, text, graphics, pages and audio and video clips.
- Integrates seamlessly into publishing production workflows.
- Imports any file type including all publishing industry format standards such as JPEG, TIFF, PSD, PDF, EPS, GIF, ASCII, XML, NITF, NewsML, QuarkXpress, InDesign, Illustrator, Freehand and more.
- Superior Autonomy K2 search engine allowing Boolean, Phonetic, Full Text and Natural Language query and Autonomy's powerful Autonomy Query Language.
- User interface for Windows, Macintosh and Web.
- Supports IBM DB2 of Oracle databases.
- Supports AIX, Solaris. Linux Operating Systems.
- **New** NICA Quick Start version allows publishers to get started with NICA easily and inexpensively.

Customer Value:

- Enables companies to create an interactive electronic library to consolidate, integrate and manage digital content from different sources.
- Highly scalable platform while providing workflow management and integration with production systems.
- Lower operational costs through more efficient production processes and collaboration.
- Allows repurposing of content for new products and new revenue streams and creates the infrastructure for e-commerce of content.

Customer examples:

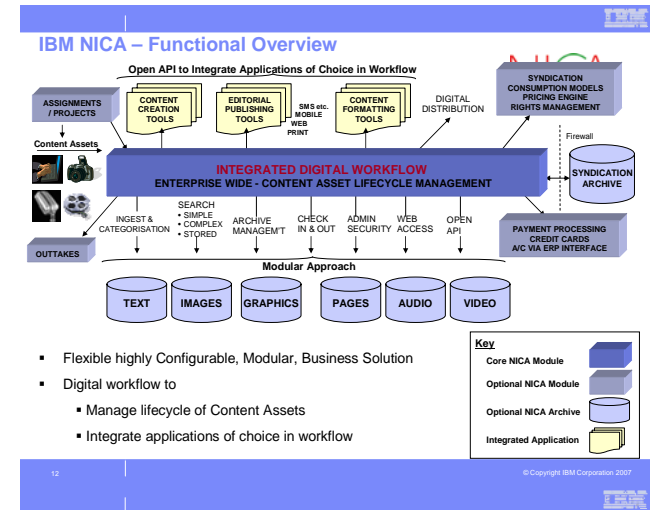
National Geographic Magazine (USA) installed NICA to replace several legacy systems to manage their vast collection of images during the magazine's production and archive phases. NGS's marketing services and maps divisions also use NICA to manage their collection of graphics, maps with a deep integration with QuarkXpress.

La Repubblica (Italy) uses NICA as a newspaper production and historical image archive as well as their PDF clip archive. The company's magazine, Espresso, also uses a NICA system. The system handles about 1,000 images a day and is integrated with their ATEX editorial system.

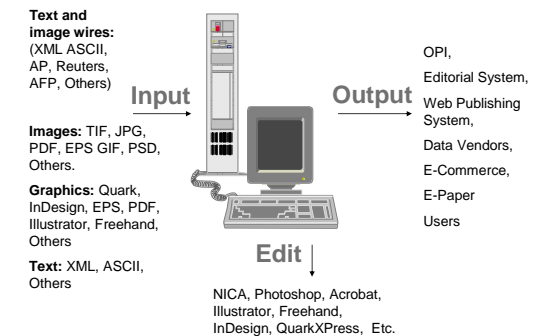
San Antonio Express-News (USA) needed a system to manage their new totally digital camera workflow as well as provide archiving and editorial system integration. They turned to IBM and CCI Europe who collaborated on implementing the NICA system with a deep integration with the CCI NewsDesk system.

RCS (Italy) publishes more than 25 magazines and uses NICA as a historical image archive in a customized production environment for each publication. Each editorial group uses the same, enterprise-wide NICA archive.

The Hindu (India) Is the second largest English Language newspaper in India. The Hindu manages and archives all of its editorial content with NICA and NICA is integrated with the Hindu's CCI NewsDesk system and is the back end to their e-paper solution that provide an interactive online edition of the newspaper on the web in conjunction with IBM Business Partner Ninestars,



NICA Typical Data Flow



NICA Enterprise Scalability

