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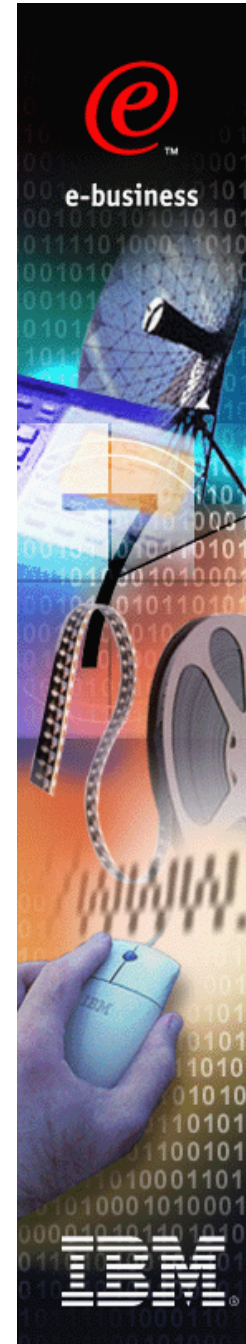**North and South America**
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e-business

NICA

Networked Interactive
Content Access

Quick
Reference
Guide

NICA

IBM

2008

IBM NICA
Digital Asset Management & Workflow

NICA is an end-to-end digital asset management solution that 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 . 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 is designed to preserve historical media, increase productivity and shorten production times all while allowing reuse of content for new revenue streams.

New Version 6.0 Available
- **Supports Multiple Double Byte Languages**
- **Supports Audio/Video with Telestream FlipFactory Integration**
- **New Macintosh Administration Client**
- **NICA SOA Web Services Extensions**

Standard NICA Features:
- Performs digital archiving of photos, text, graphics, pages and audio and video clips.
- Integrates seamlessly into publishing production workflows.
- 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.
- 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.
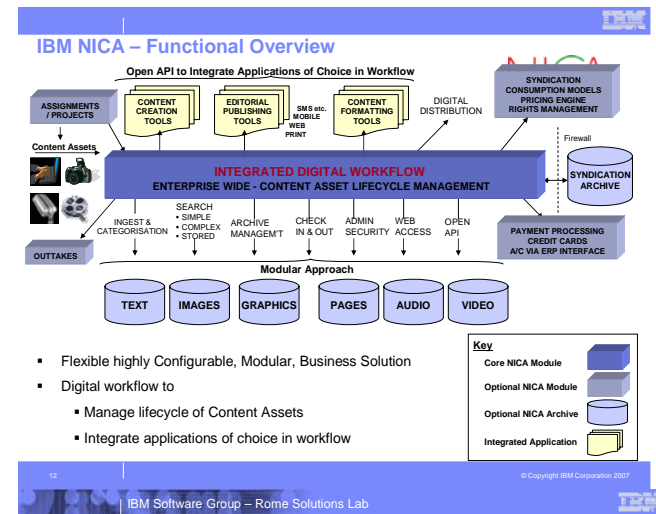
Customer Examples:

Frankfurter Allgemeine Zeitung (Germany) installed NICA to replace several legacy systems to manage their vast collection of images. They also implemented NICA's extensive Photo Assignment Management system to track and all staff and freelance assignments and manage and XMP workflow.

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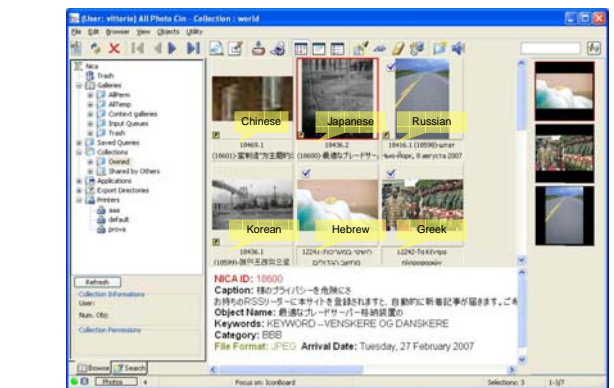
San Antonio Express-News (USA) needed a system to manage their new totally digital camera workflow as well as provide archiving and editorial system integration. They turned to IBM and CCI Europe who collaborated on implementing the NICA system with a deep integration with the CCI NewsDesk system.

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,

IBM NICA – Functional Overview

Multiple Language Support: Browser with Multiple Language Content

Search tool on WinXP using Yahoo Widgets