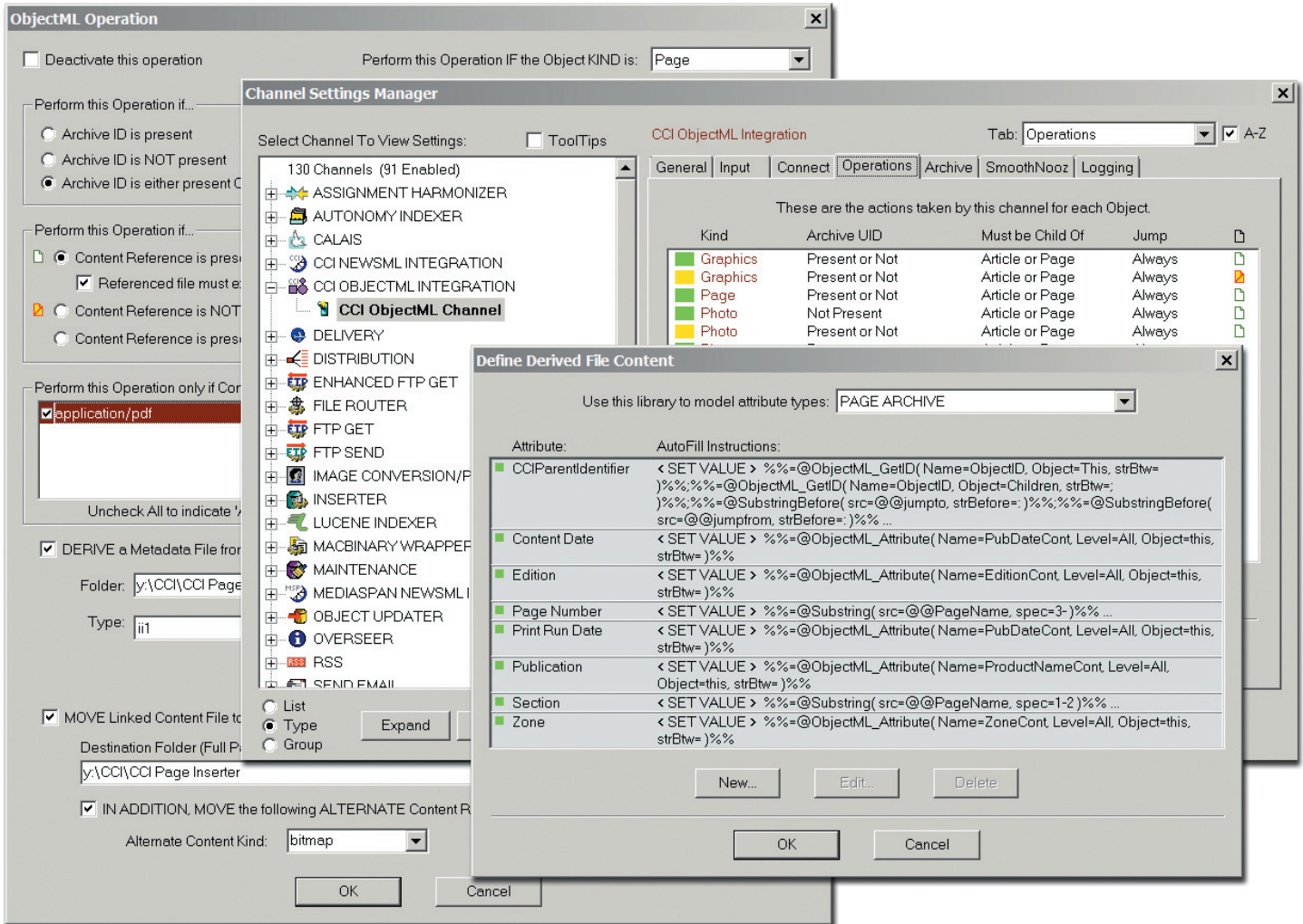


The SCC MediaServer CCI ObjectML Interface Module provides tight integration with CCI editorial systems equipped with the ObjectML export engine.



The SCC MediaServer CCI ObjectML Interface Module accepts and processes the full export package from CCI editorial systems equipped with the ObjectML export engine. The module performs all necessary data extraction and conversion, record insertion, auto-enhancement, and record linking in an entirely automatic process, producing an enriched archive of all the publication elements exported from the originating editorial system.

Site-specific requirements for data extraction, processing, and element linking can be accommodated with the module's configuration settings.

Assets from the processed package (pages, stories, photos, graphics, etc.) are fully searchable and linked together

hierarchically within the MediaServer database. Find the page from the story, the stories on the page, the photo that goes with the story, etc.

In addition, the ObjectML Module generates the data package used by the SCC SmoothNooz eEdition product.

In SmoothNooz, pages are displayed exactly as they appear in the published newspaper, maintaining your newspaper's brand, look, layout, and personality. It provides the best user experience available in an electronic edition. SmoothNooz lets you zoom in as close as you like, zoom out as far as you like, slide from side to side or page to page, click on a story list to zoom to the story on the page, click on a page thumbnail list to zoom to the page, or use the other navigation tools.