

SAXOTECH USER CONFERENCE 2009

15 - 16 September

Welcome to two days
of news from SAXOTECH and users with
focus on the theme for this year's conference

*“Different ways to
make production
more efficient”*

This year the conference language will be in English
and contributors have been urged to support the conference theme

Participation: Send a confirmation via email to Kaja Heuer Jensen: kjensen@saxotech.com
Confirmations must be received by September 1st, 2009.

Price: The price for participation including 1 overnight, 1 morning buffet, 2 lunches and 1 dinner is DKK 4,495
The price without 1 overnight is DKK 3,200

Venue: Quality Hotel Konserthuset
Amiralsgatan 19
211 55 Malmö
Tlf: +46 40 664 6030



PROGRAM

SEPTEMBER 15th

[MAIN TRACK]	[TECHNICAL TRACK]	[EXHIBITOR TRACK]
<p>10:00 Welcome /Joakim Hvistendahl, Vice President Customer Service Europe</p> <p>10:15 Saxotech since last conference /Glenn A. Andersen, Director SAXOTECH EMEA</p> <p>10:50 Tansa introduction</p> <p>11:00 SAXOTECH Mediaware Center Workflow demo with focus on the cross channel possibilities in the SAXOTECH Mediaware Center. /Carsten Olsen and Walter Ariesen</p>		
<p>12:00 Lunch buffet</p>		
<p>13:00 Tieto introduction</p> <p>13:10 Promedia Page geometries are a great way to save time, money and energy. At Promedia we have developed a workflow that uses page geometries as a strong base for the production of our 15 newspapers. Our workflow enables early planning, strong design (that is not left to the last hour of production) and all this with good efficiency. /Kenneth Eriksson</p> <p>14:00 PPI introduction</p> <p>14:10 CanWest CanWest have reorganized their production to aim for the most efficient in North America. They have also created new business models for agency. Scott Anderson Senior Vice-President, Content</p>	<p>13:00 Online Tips and Tricks SAXOTECH will share tips and tricks during this workshop. Online is very feature-rich and we hope that everybody attending this workshop will get at least a handful of useful tips and tricks that can be used immediately in their daily work. /Jeppe Vestertjele and Walter Ariesen</p> <p>14:00 Features in MWC 6.5 Presentation of the new features that we will introduce in the next version of the SAXOTECH Mediaware Center - the 6.5 version. /Mads Nygaard and Carsten Olsen</p>	<p>13:00 Tansa Tansa saves time and money in challenging times. Users of Tansa's Text Proofing Solutions have seen savings of up to 40% in copy editing time and have a 90% reduction in spelling errors. By using a server-based solution, with a customized dictionary shared by all users, Tansa ensures consistent language in online and printed text. Tansa is supported by multiple editorial systems and web solutions. The solution integrates with products and technologies from Adobe, Quark, Microsoft, Mozilla, Citrix and VMware. For more information, visit www.tansasystems.com</p> <p>14:00 Tieto /Berndt Gustafsson and Henning Guldbæk</p>
<p>15:00 FotoWare introduction</p> <p>15:10 Editorial User Forum Agenda will follow the standard format</p>	<p>15:00 Features in Online 6.2 and 6.3 Presentation of the new features that were introduced in the most recent versions of SAXOTECH Online. /Eliane Pohl and Walter Ariesen</p>	<p>15:00 ppi Media ppi Media is the market leader in the field of automated newspaper production, providing solutions for ad planning and production, page planning and plate production. 80% of all daily newspapers in Germany are produced using ppi Media's publishing solutions. Worldwide, about 100 newspaper groups/publishers work with ppi Media software. The successful cooperation between ppi Media and Saxotech shows how two experts can actually improve their work by becoming project partners. Some examples include the Magdeburger Volksstimme (Germany), Canwest (Canada) and The National (Abu Dhabi).</p>

19:00 Dinner

PROGRAM

SEPTEMBER 16th

MAIN TRACK

9:00 Adobe introduction

9:10 ?

Content to be announced

/

10:00 Quark introduction

10:10 Eye tracking as a design tool

Eye track tests can be an effective tool for developing web and print media. The communications department at the trade union 3F has used eye tracking to develop new article formats on their site, www.3f.dk, for both news and information articles.

3F's eye track investigations are focused on how weak readers navigate the website. Depending on the definition of weak readers, there are between 400,000 and 800,000 in Denmark.

Videos showing how weak readers have to battle through text on web pages make it clear that many sites should re-evaluate how their articles are built, from readability to layout.

/Henrik Lilholt

11:00 Visiolink introduction

11:10 Skånska Dagbladet newspaper group

CEO Thomas Grahl from Malmö based Skånska Dagbladet will give a presentation on the newspaper groups thoughts and ideas for efficient production.

/Thomas Grahl

12:00 Lunch buffet

13:00 Lingsoft introduction

13:10 Online User Forum

Agenda will follow the standard format

14:30 A Media Revolution in the Newsroom

The time is past when a newsroom job was editing the text from reporters stories and making it ready for print in a single publication. The multimedia phenomenon has long since moved into the newsroom. At Berlingske, even competing titles and publications are edited in the same newsroom. All content can be shared across and float freely between the publications. Journalists are working on all platforms, both digital and print, in text and with television and pictures. This places unprecedented requirements on how efficient newsrooms should work, what skills are needed - and what the requirements are for technology.

/Tom Jensen

15:30 Goodbye

16:00 The Conference Ends

TECHNICAL TRACK

9:00 Features in Online 6.2 og 6.3

Presentation of the new features that were introduced in the most recent versions of SAXOTECH Online.

/Eliane Pohl and Walter Ariesen

10:00 Editorial Tips and Tricks

SAXOTECH will share some relevant tips and tricks during this workshop. The MWC is very feature-rich and we hope that everybody attending this workshop will get at least a handful of useful tips and tricks that can be used immediately in their daily work back at the Mediahouse.

/Klaus Andersen and Orla Norup

11:00 Communication from SAXOTECH

Eliane will present the different channels SAXOTECH uses to communicate with its customers: Newsletters, websites, user groups, forums, Twitter, and so on. Make sure you know how to receive up-to-date information about new features, releases, workshops, and so on.

/Eliane Pohl

13:00 Geometries and Planning

This course provides an introduction to the layout-driven concept followed by a workflow demo. During the demo we will focus on the usage of our geometry and planning tools.

/Mads Nygaard and Carsten Olsen

14:00 Features in MWC 6.5

Presentation of the new features that we will introduce in the next version of the SAXOTECH Mediaware Center - the 6.5 version.

/Mads Nygaard and Carsten Olsen

EXHIBITOR TRACK

9:00 FotoWare

FotoWare solutions help you to save time and money by organizing your images and media files in a simple and efficient way. With FotoWare solutions, corporate organizations and public services can easily find, process and share their digital assets.

FotoWare's powerful solutions integrate with Microsoft, Adobe, Quark and a host of publishing applications, enabling automated workflow of repetitive and time consuming tasks for any user in a corporate setting. Save time and money by replacing lots of manual work with predefined and versatile processes.

10:00 Trends and directions from Adobe

The focus for this briefing from Adobe will be around Moving to Digital, RID (Rich interactive documents) Automation, Efficiency and Productivity. We will also talk about how our support infrastructure can help you.

- Trends and directions (Moving to Digital, RID (Rich interactive documents), RIA (Rich interactive applications))
- CS4 how to meet the trends (Available tools and technology,)
- Automation, Efficiency and Productivity. (Server automation, Hosting, Online Services,)
- Adobe Ecosystem. (Support infrastructure, partner community and prerelease engagement.)

/Roger Risdal, Sr. Partner Product Manager, Adobe Systems

11:00 QuarkXPress 8: Xperience Design!

Push creativity to its limits. Inspired by the designer's passion for perfection, QuarkXPress® 8 complements the way creative professionals work. Strive to do better and constantly improve – employ page-layout and design software developed to help get you there.

www.euro.quark.com

/Patrik Carlson and Per Bjerrum Jensen

13:00 Visiolink

Visiolink is a dedicated E-paper solution provider for the global newspaper and media industry. The solution is device independent which makes publishing on any device easy.

Visiolink will discuss expectations for any futuristic e-reader and newspaper and present how the solution supports new devices like e-readers, iPhone, netbooks etc

/Jens Funder Berg

14:00 Lingsoft

Lingsoft is an international full-service language company providing an entire range of services and solutions including translations and glossaries, writing and reading tools, search facilities, text mining, teaching applications and speech-enabled services, as well as ebooks. Lingsoft products support all common platforms and software suites.

Lingsoft supplies proofing tools for Microsoft Office for no less than seven languages. The solutions are based on Lingsoft's proprietary language structure analysis that has become the industry standard in the field. Lingsoft also provides proofing plug-ins for Adobe InDesign/InCopy and QuarkXPress/CopyDesk.