

Thunder Content Hub



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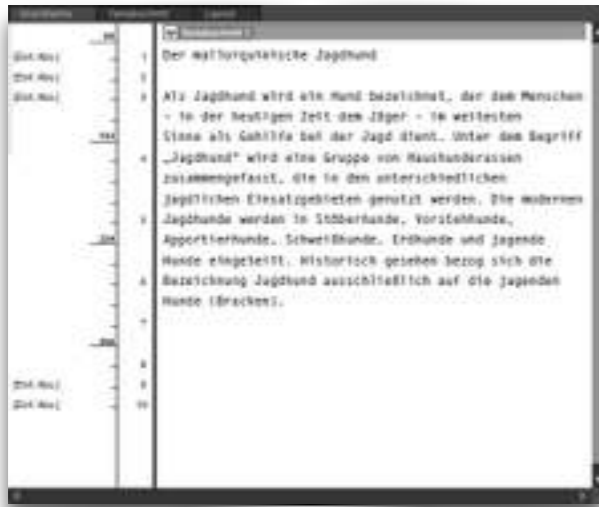
- Company was founded in 1984, HQ in Switzerland, integration **Core-Lab** Germany in 2013
- We work for the publishing industries since founding
- The market leader as a system integrator for editorial- and publishing solutions for almost 30 years
- Hundreds of references for installations in Switzerland and throughout Europe
- Everything under one roof: Consulting, sales, installation, development, projectmanagement, training and support
- We integrate different systems from different suppliers for the best solution for the customer
- Own development for implementations and customer requirements
- A&F is the most successful integrator of **WoodWing** Enterprise systems worldwide

Thunder Content Hub

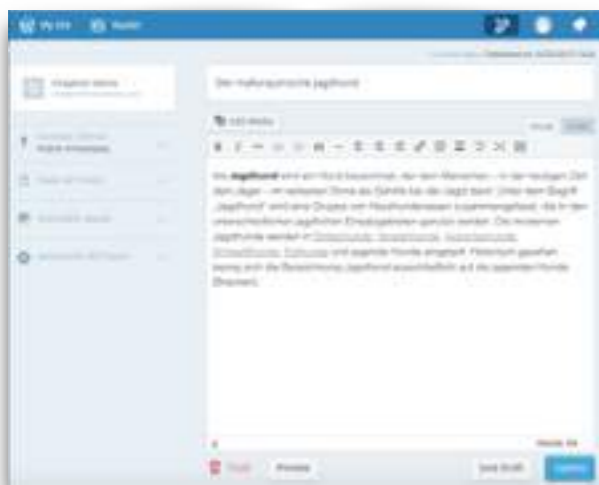
The story from
the beginning...

Newsroom 1.0

Multiple-Media Newsroom: Each platform (print and online) was produced by a separate team



Journalists and layouter



Journalists and web-producer



Newsroom 2.x (story first)

Media-Integrated Newsroom:

- The content had to be created channel-neutral

Journalists



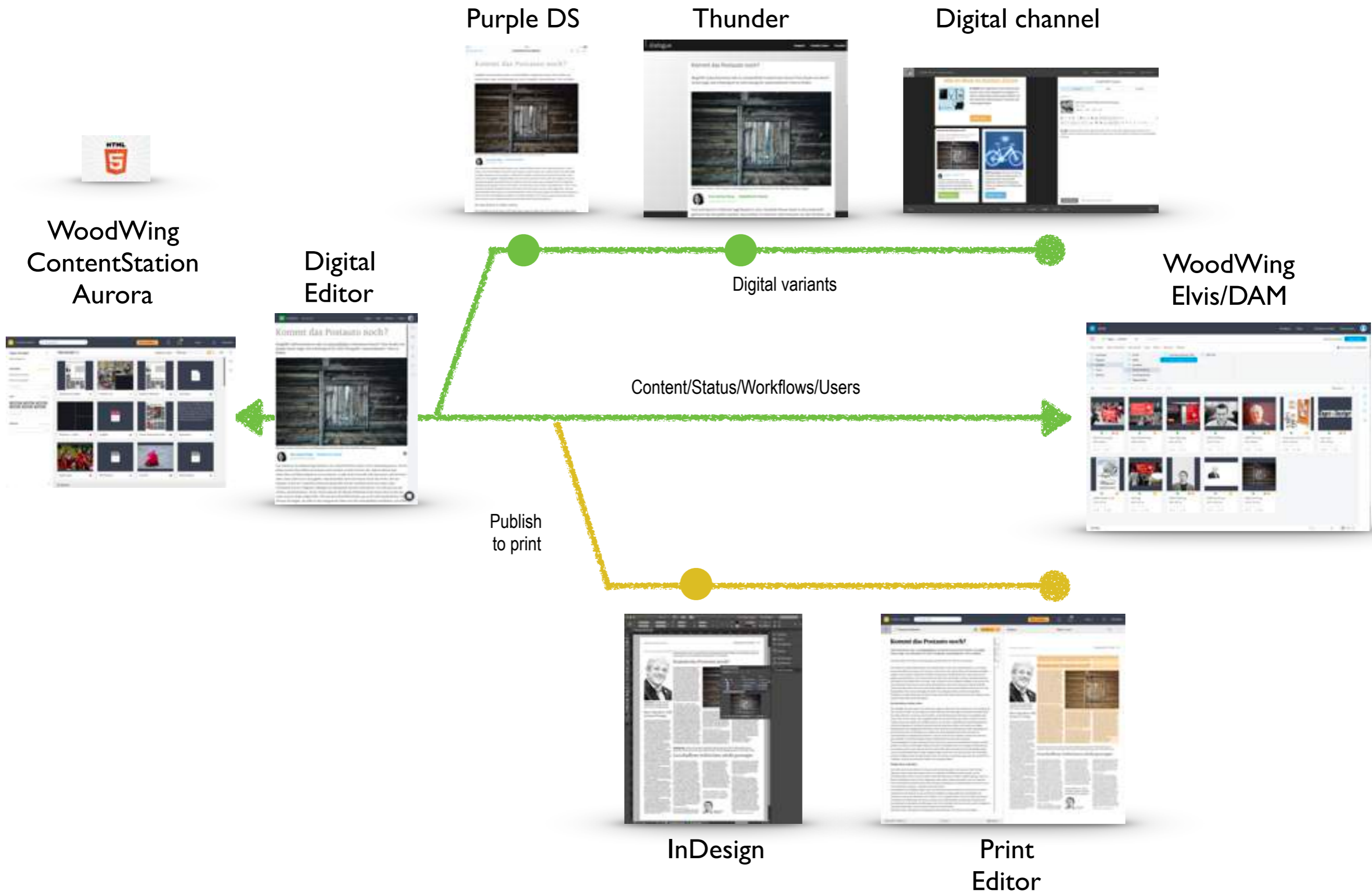
Producers



Holy grail?



Content Station Aurora



Create story in Digital Editor

Content Station x Elvis Christian

Sicher | <https://aurora-demo.woodwing.com/csa/#/article/i/1724>

content station Search... Create new... Apps

Streetmusic Properties Preview Publish

Streetmusic

Live in Sursee

SOM NADALENC

John Miles · Sursee

S U T + - Clear

Strassenmusik hat sich vor allem in den letzten Jahrzehnten des 20. Jahrhunderts als Form der Kleinkunst etabliert. Es gibt sie allerdings schon mindestens seit der frühen Antike, wie von den Wandersängern der vorhomerischen Zeit und aus dem alten Iran bekannt ist. In anderen Kulturen sind seit langem Berufstände, die der Funktion früherer keltischen Barden entsprechen, bekannt. Strassenmusik wird von Instrumentalisten oder Sängern, gelegentlich auch von Alleinunterhaltern vorgetragen. Wenn die Musiker alleine anstatt als

Attachments

Drag & Drop Attachments to your Story

or

Browse

Placed

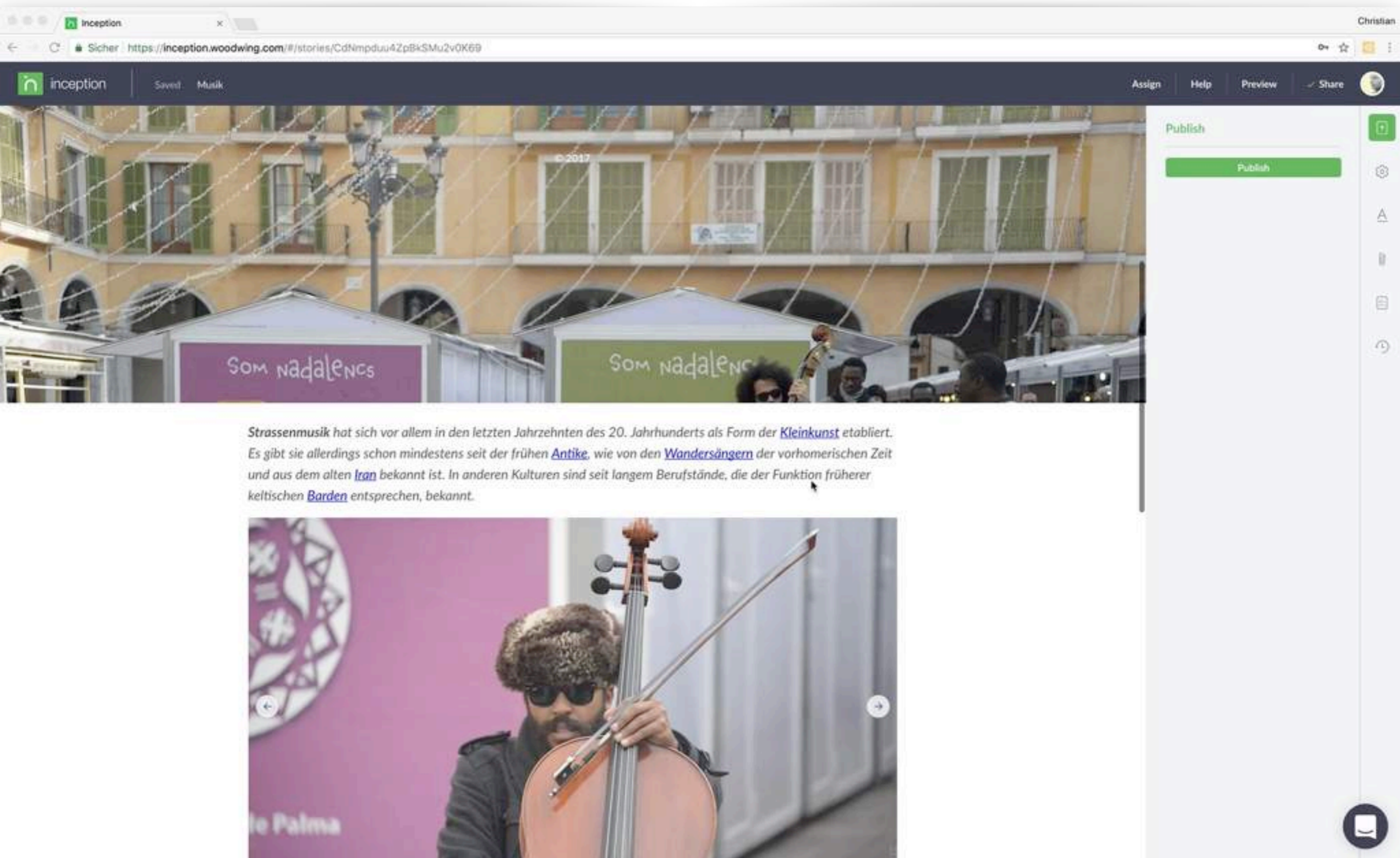
Musik5 Musik1

Musik2 Musik4

Musik6 Musik3

Placed

Publish story to Thunder



The screenshot shows a web browser window with the URL <https://inception.woodwing.com/#/stories/CdNmpduu4ZpBkSMu2v0X69>. The page displays a story with a main image of a street festival. The image shows a yellow building with arched windows and a sign that reads "SOM NADALENC". Below the main image is a paragraph of text in German. A second image shows a man with a beard and sunglasses playing a double bass. The browser interface includes a navigation bar with "Assign", "Help", "Preview", and "Share" buttons, and a "Publish" button on the right side.

© 2017

SOM NADALENC

SOM NADALENC

Strassenmusik hat sich vor allem in den letzten Jahrzehnten des 20. Jahrhunderts als Form der [Kleinkunst](#) etabliert. Es gibt sie allerdings schon mindestens seit der frühen [Antike](#), wie von den [Wandersängern](#) der vorhomerischen Zeit und aus dem alten [Iran](#) bekannt ist. In anderen Kulturen sind seit langem Berufstände, die der Funktion früherer keltischen [Barden](#) entsprechen, bekannt.

ie Palma

Publish story to Purple DS

Content Station

Sicher | <https://aurora-demo.woodwing.com/csa/#/article/fi/1724>

content station Search... Create new... Apps

Streetmusic Properties Preview Publish

Strassenmusik

SOM NADALENC

Live in Sursee

Author

John Miles · Sursee
@twitter

Strassenmusik hat sich vor allem in den letzten Jahrzehnten des 20. Jahrhunderts als Form der Kleinkunst etabliert. Es gibt sie allerdings schon mindestens seit der frühen Antike, wie von den Wandersängern der

Publish story to InDesign

The screenshot displays the Adobe Content Station interface. The main content area shows a photograph of a street music ensemble performing in a public square. The text 'Strassenmusik Live in Sursee' is overlaid on the image. The interface includes a top navigation bar with 'Assign', 'Help', 'Preview', and 'Share' options. On the right side, a 'Slideshow' panel is open, showing various settings for the image component, such as 'Fitting' (Fit content to frame), 'Caption' (No Caption), 'Orientation' (Horizontal), and 'Text Alignment'. The 'Change Component' dropdown is set to 'Slideshow'. At the bottom of the panel, there is a 'Delete' button and a 'Drag & Drop Images to your Slideshow' section with supported file types: gif / jpg / png.

PRISM Source Vocabulary (PSV)



What is PRISM?

- **Combination of XML** (for the metadata, re-use rights, and so on) and **HTML5** (for the Story content).
- PRISM Source Vocabulary (PSV) is based on the PRISM specification, which is an **industry-standard for metadatas**, specifically designed for efficient **multi-channel-publishing-solutions**.
- PSV describes **who created content, manages and publishes**, which **medias are targeted, who has the copyrights** for republishing and many more.
- More than 1500 companies are in the consortium "Idealliance + Epicomm".

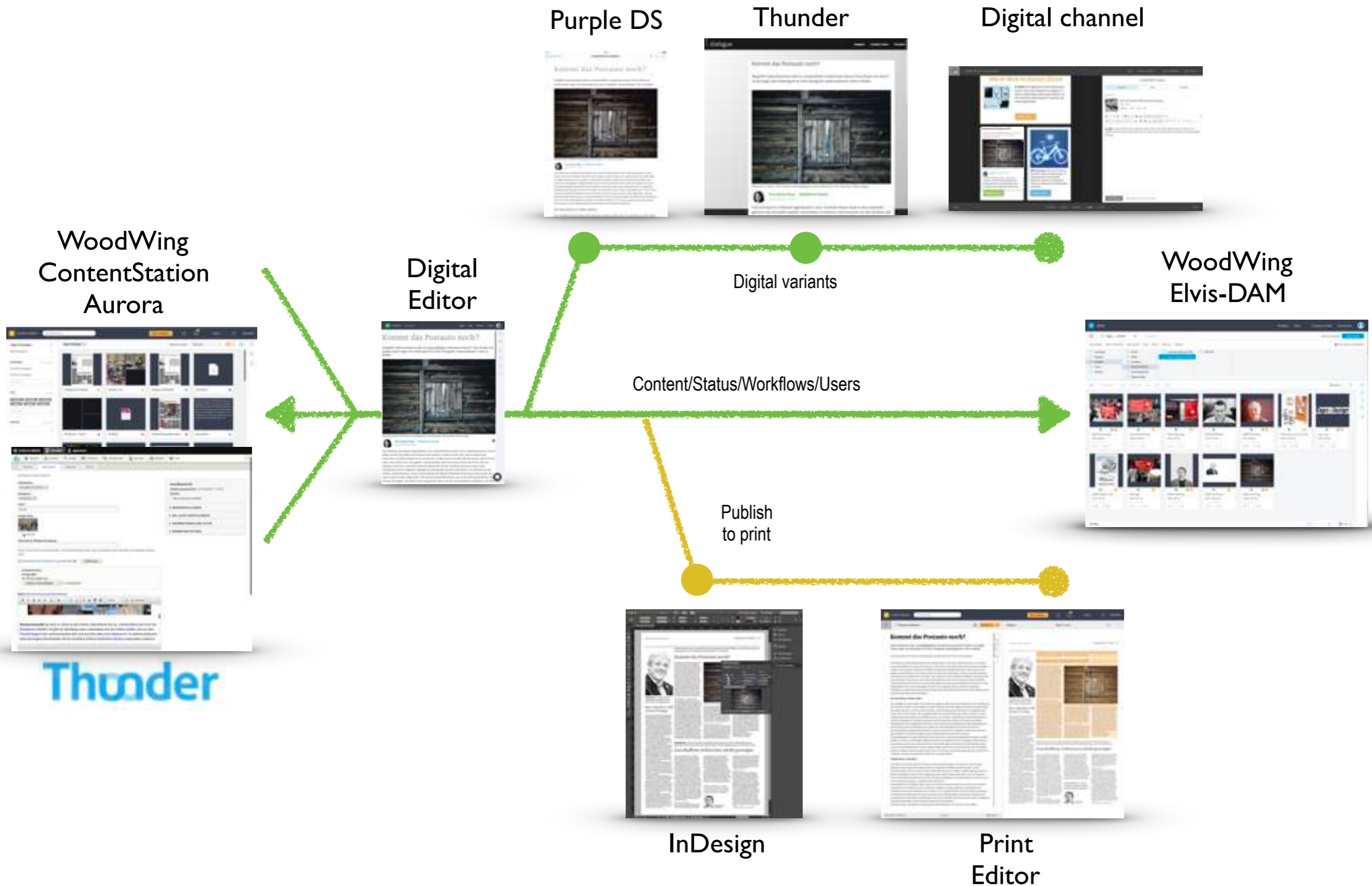
Idealliance + Epicomm

Together. Shaping the Future as  Idealliance.

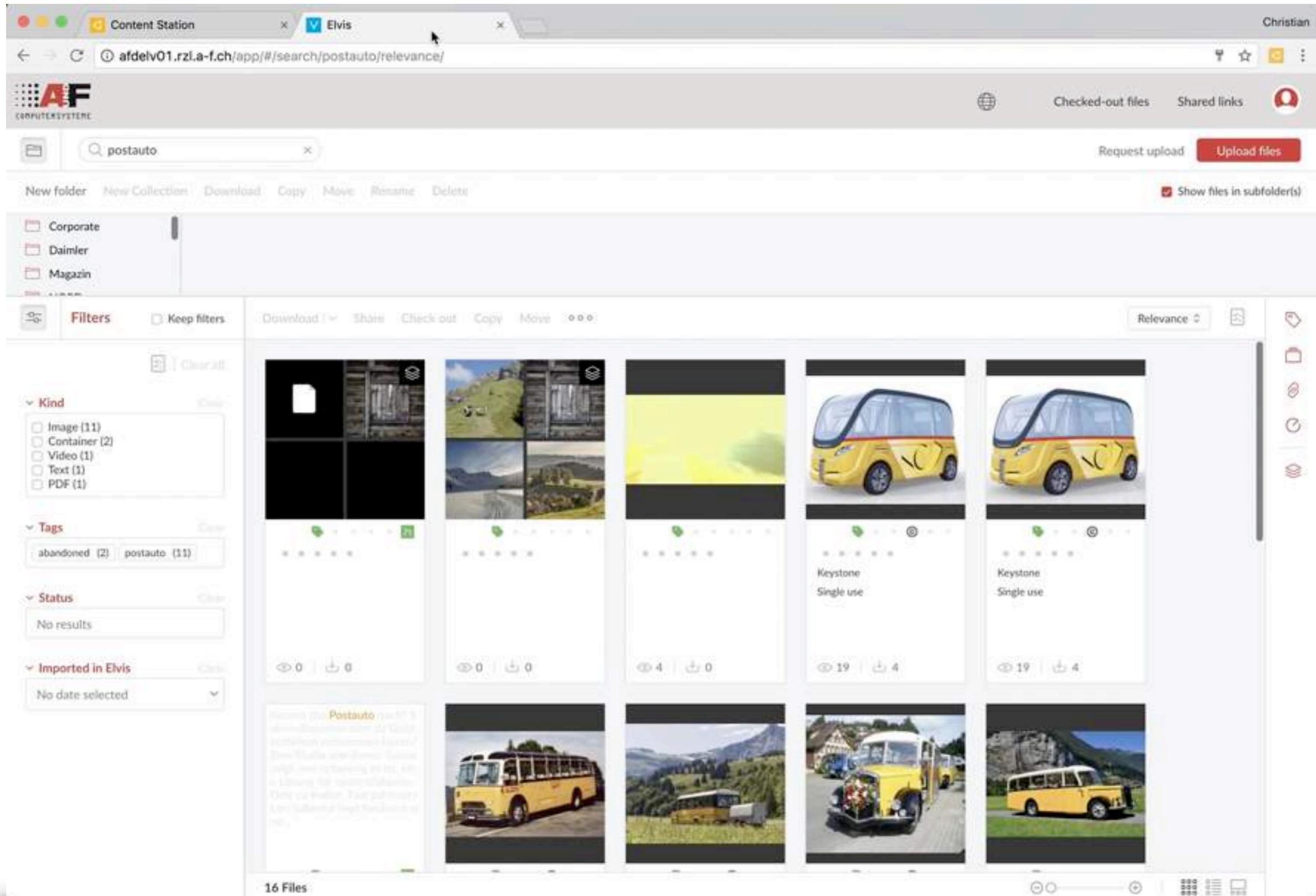
Thunder Content Hub

Connecting to
WoodWing

Thunder - connecting to WoodWing



WoodWing Elvis DAM



The screenshot displays a web-based Digital Asset Management (DAM) interface. The browser address bar shows the URL `afdelv01.rzl.a-f.ch/app/#/search/postauto/relevance/`. The interface includes a search bar with the query `postauto` and buttons for `Request upload` and `Upload files`. A navigation menu on the left lists folders: `Corporate`, `Daimler`, and `Magazin`. A filter sidebar on the left shows options for `Kind` (Image [11], Container [2], Video [1], Text [1], PDF [1]), `Tags` (abandoned [2], postauto [11]), `Status` (No results), and `Imported in Elvis` (No date selected). The main content area displays a grid of 16 search results, sorted by `Relevance`. The results include various images of yellow buses and vehicles, with some having associated metadata such as `Keystone Single use` and view/download counts (e.g., 19 views, 4 downloads). The interface also features a top navigation bar with `Checked-out files` and `Shared links`, and a bottom status bar indicating `16 Files`.

WoodWing Elvis - Thunder integration



The screenshot displays the administration interface for editing an article titled "ZEIT FÜR GLACE". The interface includes a top navigation bar with options like "Zurück zur Website", "Verwalten", and "cglanzmann". Below this is a secondary navigation bar with icons for Content, Struktur, Design, Erweitern, Konfiguration, Benutzer, Berichte, and Hilfe.

The main content area shows the article title "Inception Article P bearbeiten: ZEIT FÜR GLACE" and a set of action buttons: "Ansicht", "Bearbeiten", "Löschen", and "Devel". A breadcrumb trail indicates the path: "Startseite » Node » ZEIT FÜR GLACE".

Form fields for editing include:

- Titel ***: A text input field containing "ZEIT FÜR GLACE".
- Publikation**: A dropdown menu set to "Ausgabe 01|2016".
- Kategorie**: A dropdown menu set to "Inception".

A "Zeilenreihenfolge anzeigen" link is visible near the category dropdown.

The main editing area contains a paragraph of text: "INCEPTION PARAGRAPH". Below this, a "Type: Text" label and an "Entfernen" button are present. A rich text editor is active, showing a toolbar with various formatting options (bold, italic, strikethrough, underline, link, unlink, bulleted list, numbered list, indent, outdent, undo, redo) and a "Format" dropdown. The text within the editor reads: "Miss Marshall: Die Crème de la Eiscrème."

At the bottom left, a "Textformat" dropdown is set to "Vollständiges HTML". A "Hilfe zum Textformat" link is located at the bottom right of the editor area.

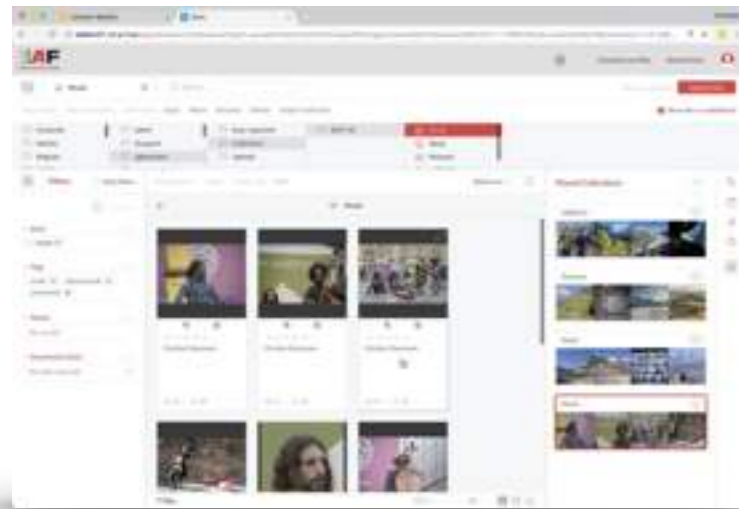
On the right side, a "Veröffentlicht" section provides publication details:

- Veröffentlicht**: "Zuletzt gespeichert: 05/30/2017 - 11:04"
- Author:** A field with a checked checkbox for "Neue Version erstellen".
- Protokollnachricht der Version**: A large empty text area for describing changes.
- Below this is a prompt: "Beschreiben Sie kurz die Änderungen, die Sie vorgenommen haben."
- A list of expandable menu items: "MENÜEINSTELLUNGEN", "URL-ALIAS-EINSTELLUNGEN", "INFORMATIONEN ZUM AUTOR", and "PROMOTION OPTIONS".

Thunder Content Hub

Thunder for print

Thunder - the print integration



WoodWing Elvis/DAM



Thunder

Purple DS



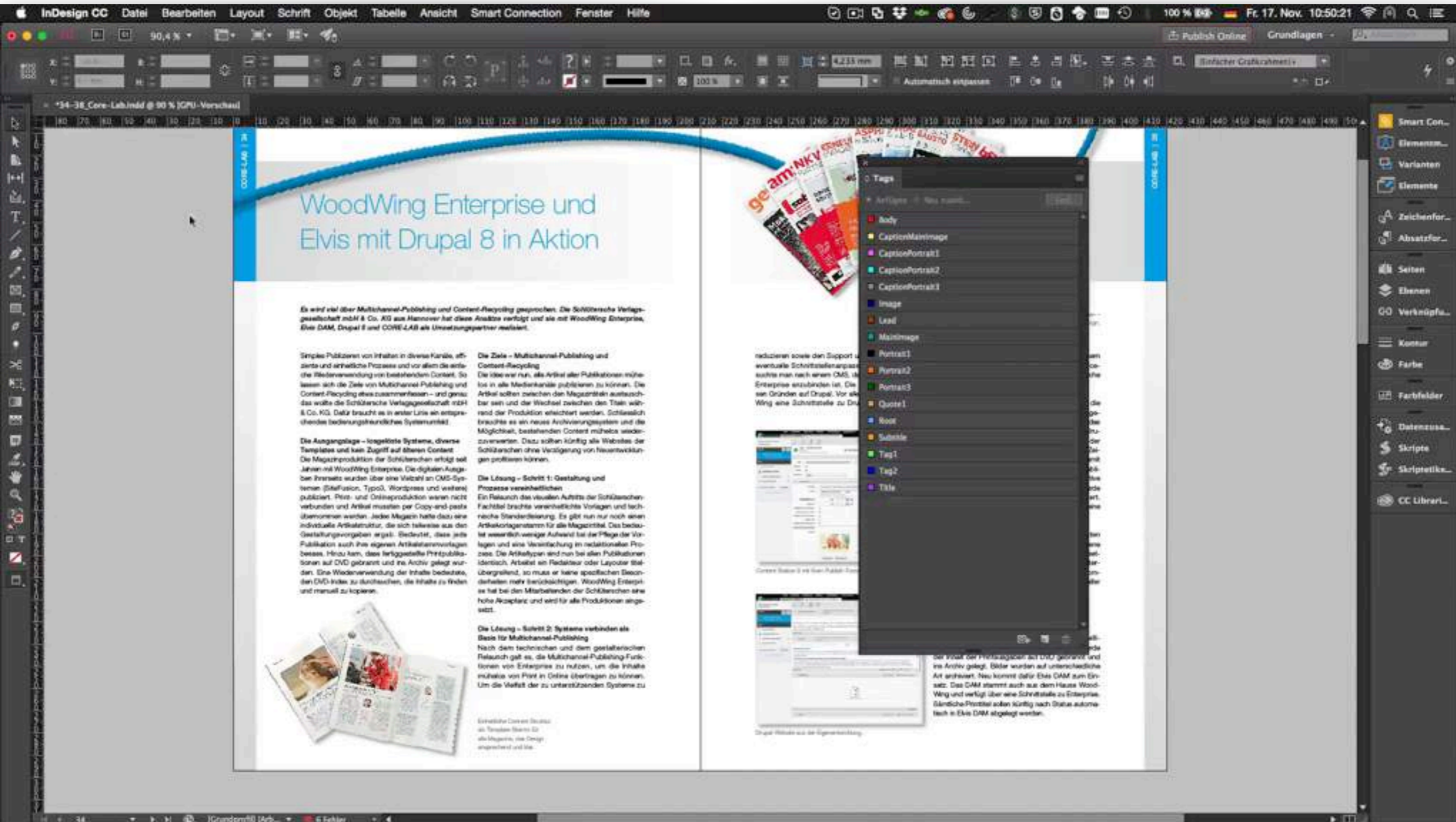
Digital channel



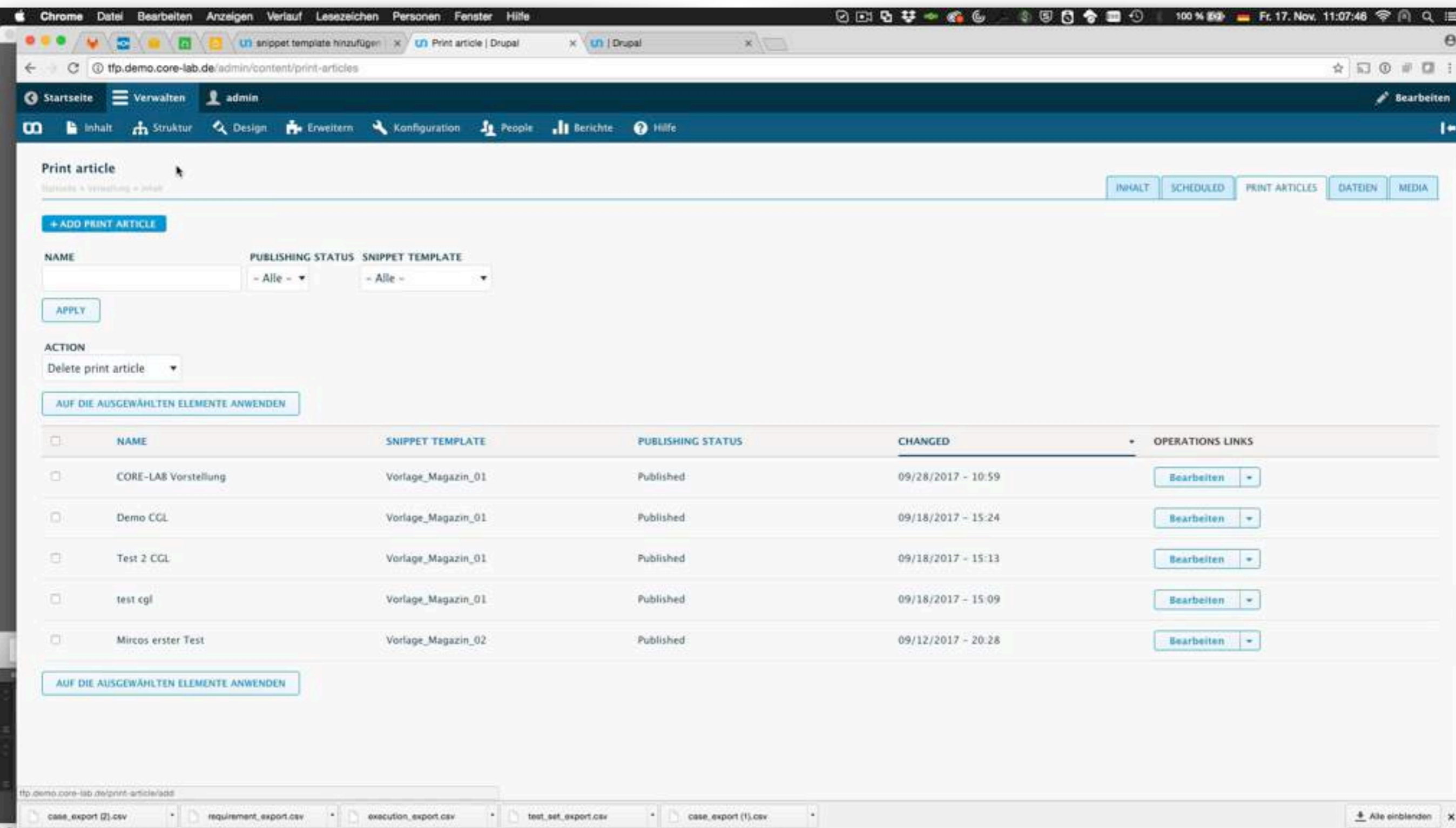
Publish to print



InDesign Snippets



Tag Mapping



The screenshot shows the Drupal administration interface for the 'Print article' module. The page title is 'Print article' and the user is logged in as 'admin'. The breadcrumb trail is 'Startseite > Verwaltung > Inhalt'. The page contains a form to add a new print article and a table of existing articles.

Print article

Startseite > Verwaltung > Inhalt

Buttons: INHALT, SCHEDULED, PRINT ARTICLES, DATEIEN, MEDIA

+ ADD PRINT ARTICLE

NAME: PUBLISHING STATUS: - Alle - SNIPPET TEMPLATE: - Alle -

APPLY

ACTION: Delete print article

AUF DIE AUSGEWÄHLTEN ELEMENTE ANWENDEN

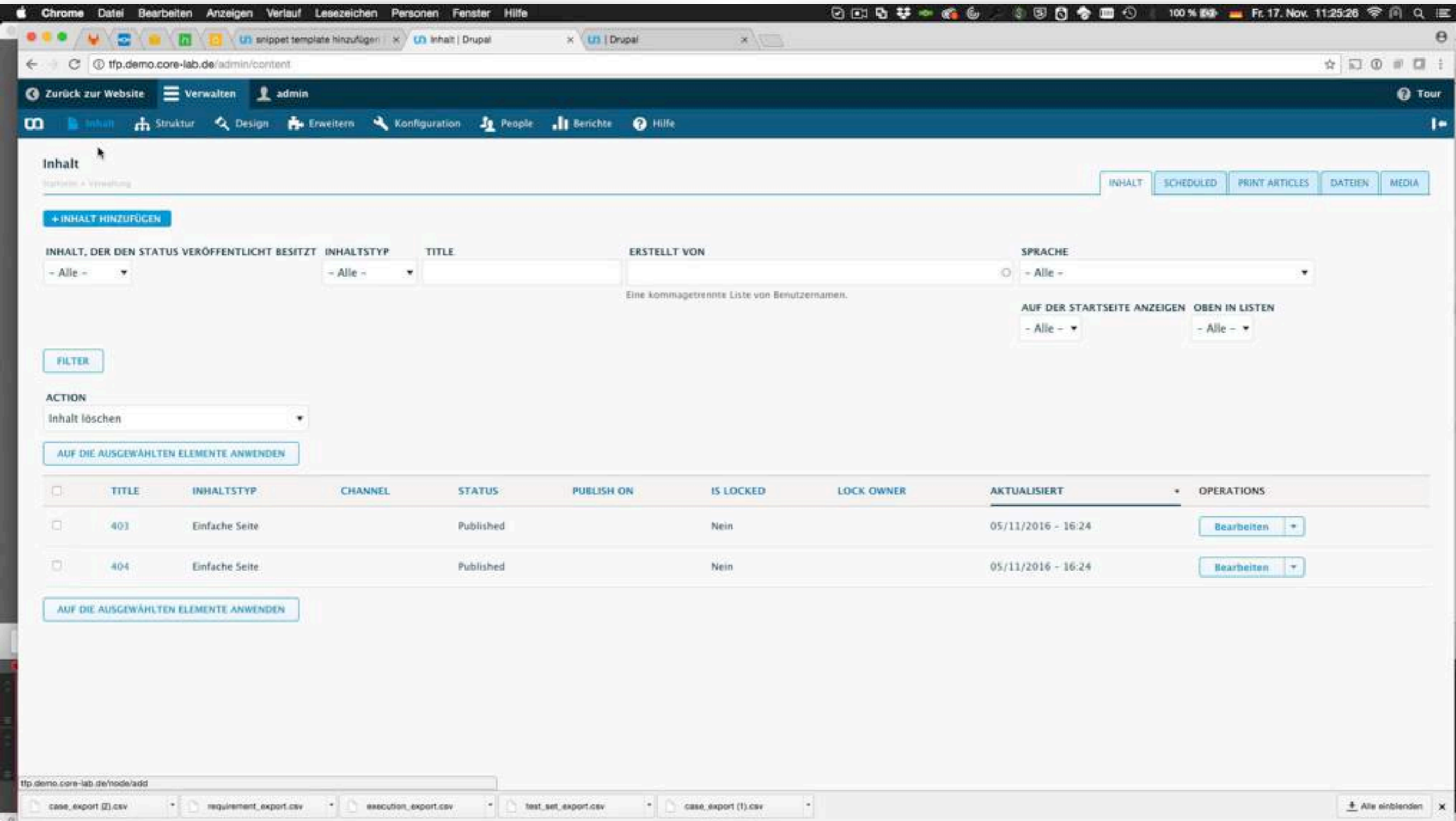
<input type="checkbox"/>	NAME	SNIPPET TEMPLATE	PUBLISHING STATUS	CHANGED	OPERATIONS LINKS
<input type="checkbox"/>	CORE-LAB Vorstellung	Vorlage_Magazin_01	Published	09/28/2017 - 10:59	Bearbeiten
<input type="checkbox"/>	Demo CGL	Vorlage_Magazin_01	Published	09/18/2017 - 15:24	Bearbeiten
<input type="checkbox"/>	Test 2 CGL	Vorlage_Magazin_01	Published	09/18/2017 - 15:13	Bearbeiten
<input type="checkbox"/>	test cgl	Vorlage_Magazin_01	Published	09/18/2017 - 15:09	Bearbeiten
<input type="checkbox"/>	Mircos erster Test	Vorlage_Magazin_02	Published	09/12/2017 - 20:28	Bearbeiten

AUF DIE AUSGEWÄHLTEN ELEMENTE ANWENDEN

case_export (2).csv requirement_export.csv execution_export.csv test_set_export.csv case_export (1).csv

Auswahl: Alle einblenden

Thunder for Print



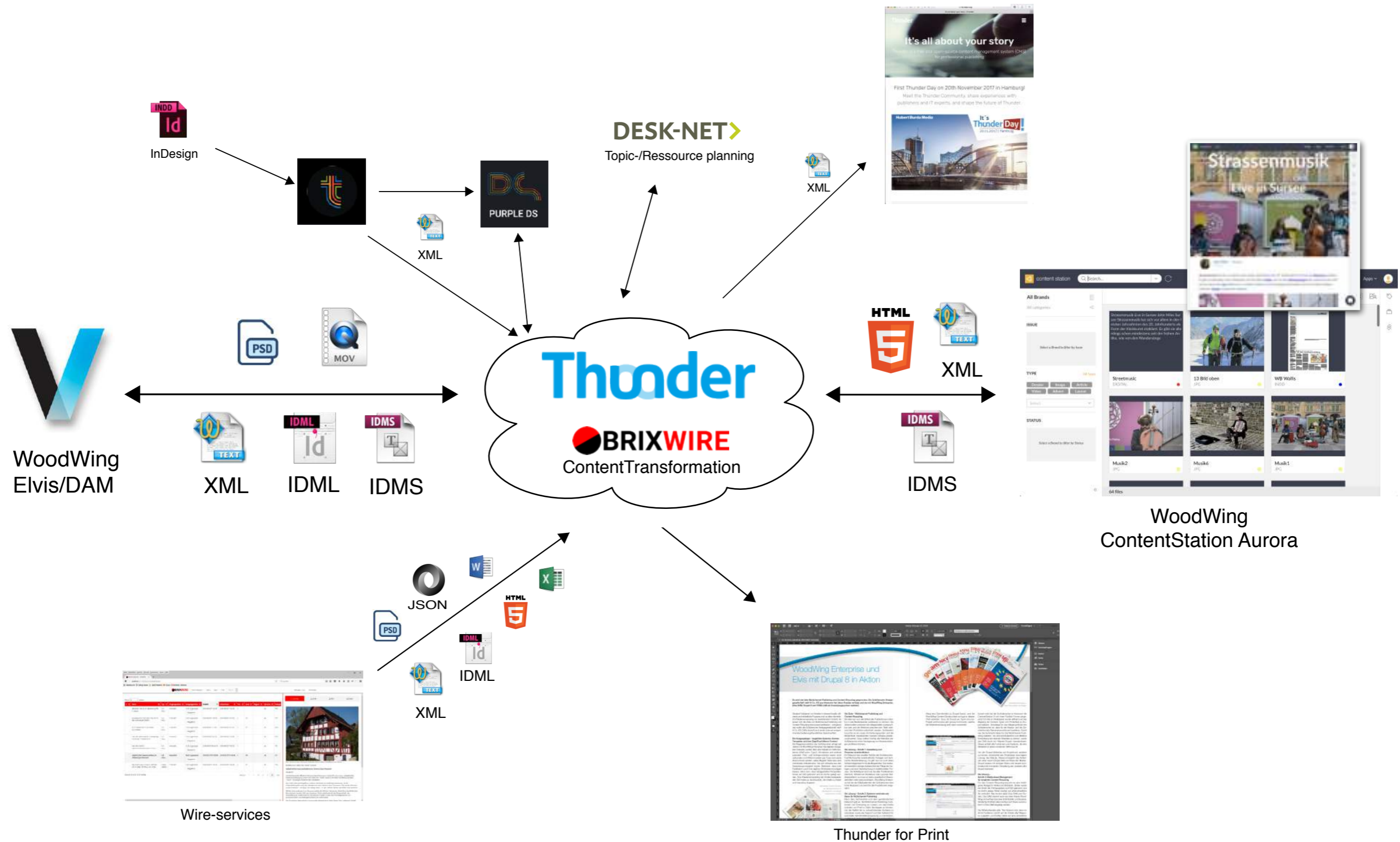
The screenshot shows the Drupal 8 administration interface for content management. The main heading is 'Inhalt' (Content). Below the heading, there are several tabs: 'INHALT', 'SCHEDULED', 'PRINT ARTICLES', 'DATEIEN', and 'MEDIA'. A '+ INHALT HINZUFÜGEN' (Add Content) button is visible. The main content area contains a form for adding or editing content, with fields for 'INHALT, DER DEN STATUS VERÖFFENTLICHT BESITZT' (Content with status), 'INHALTSTYP' (Content type), 'TITLE', 'ERSTELLT VON' (Created by), and 'SPRACHE' (Language). Below the form, there are buttons for 'FILTER' and 'AUF DIE AUSGEWÄHLTEN ELEMENTE ANWENDEN' (Apply to selected elements). The main content area displays a table of content items:

<input type="checkbox"/>	TITLE	INHALTSTYP	CHANNEL	STATUS	PUBLISH ON	IS LOCKED	LOCK OWNER	AKTUALISIERT	OPERATIONS
<input type="checkbox"/>	403	Einfache Seite		Published		Nein		05/11/2016 - 16:24	Bearbeiten
<input type="checkbox"/>	404	Einfache Seite		Published		Nein		05/11/2016 - 16:24	Bearbeiten

At the bottom of the page, there is another 'AUF DIE AUSGEWÄHLTEN ELEMENTE ANWENDEN' button. The browser's address bar shows 'ftp.demo.core-lab.de/admin/content'. The bottom of the screenshot shows a taskbar with several open files: 'case_export (2).csv', 'requirement_export.csv', 'execution_export.csv', 'test_set_export.csv', and 'case_export (1).csv'.

Thunder Content Hub for all channels

Thunder as THE Content Hub



That's our goal

Use Thunder as the *central hub* for content creation, management, conversion and distributing content to any information channel

Central processes

- Merge image and text in wire services
- BrixWire conversion
- Purple DS transformations
- DAM (e.g. WW-Elvis)
- Connect WoodWing Aurora

Thunder
incl. Thunder for Print

Inputs

- Wire services
- BrixWire
- Purple DS
- DAM (e.g. WW-Elvis)
- Editorial system (e.g. WoodWing)
- Desk-Net

Outputs

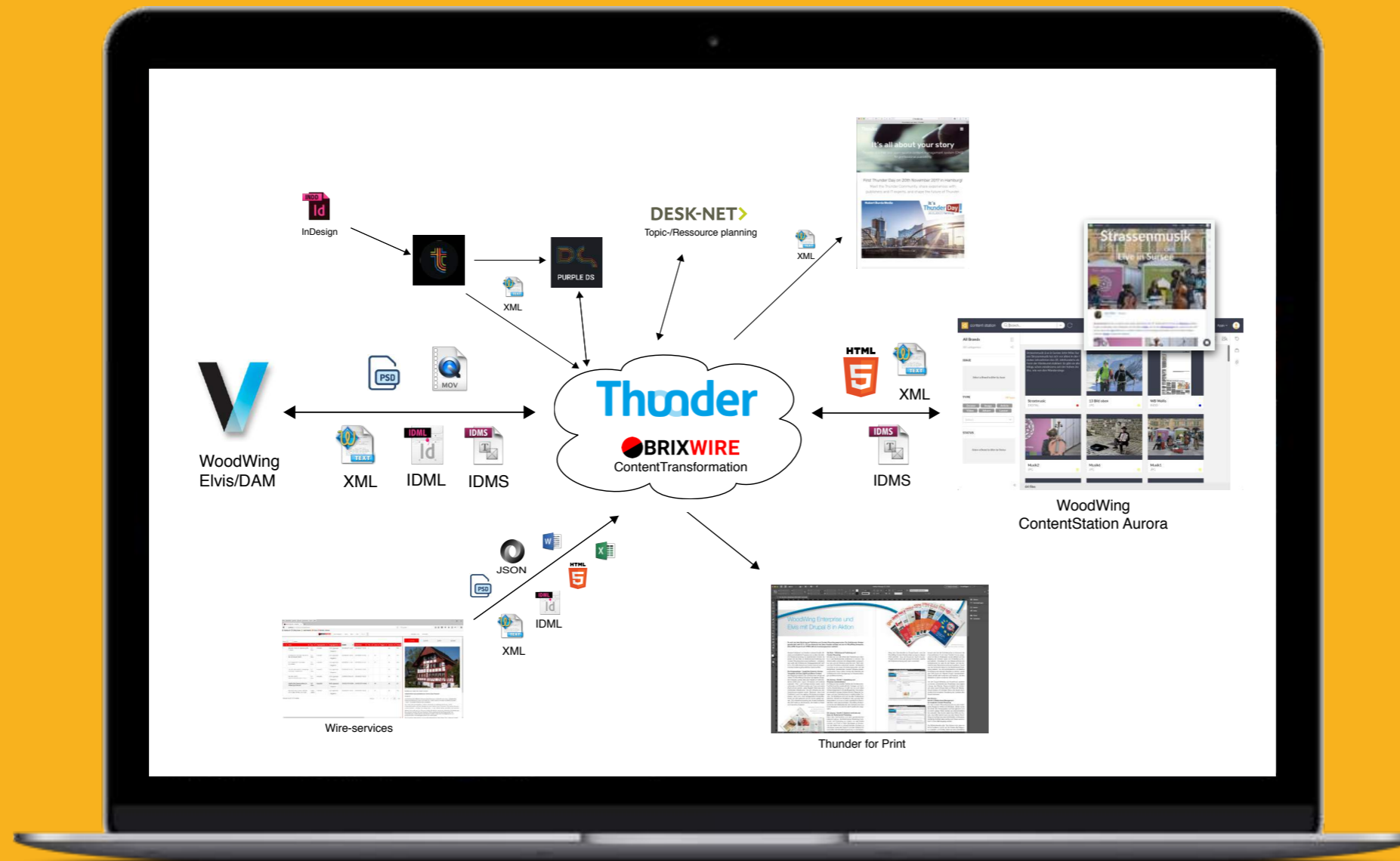
- Web, SocialMedia...
- Purple DS
- DAM (e.g. WW-Elvis)
- Publication system

Steps on our way

- Build of a centralized data transformer for all channels
- Channel neutral content creation. Can be done in Thunder, WoodWing ContentStation or any connected channel
- Import of data from any channel:
feed (wire services), print, XML, Word, DAM etc.
- Publishing to any channel, e.g. web, social media, app, print etc.
- Modular licensing

Thunder Content Hub

The modular publishing experience



Thanks for the attention!