



MPS PageManager Optimized page production management

MPS PageManager for efficient page production

MPS PageManager is a system for the planning and management of page production. MPS PageManager plans the product structure based on the currently available production resources and has the overall responsibility for page production, both for preprints and the main products. The integration of the advertising and editorial systems enables MPS PageManager to carry out the centralized management of the pages, including the placing of advertisements. The integration of the press planning system also ensures that the product resulting from the planning can be produced.

The exact size of the newspaper is specified in MPS PageManager. After the receipt of the partial pages and their corresponding approval, the pages are made up in MPS PageManager, including the title and further additional information.

Summary of benefits

More efficient advertising sales because of guaranteed placing and colors
Long-term and effective planning for the advertisements (advertisement placing)

Clear information on the space available

Optimized plate production both for the time schedule and the number of plates produced by including the dependencies between the editions

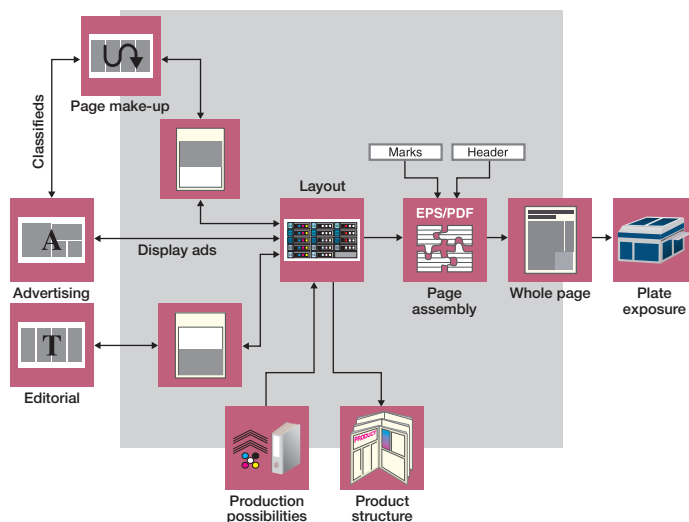
Simplified planning for the presses by including the actual press possibilities

Planning of the newspaper structure

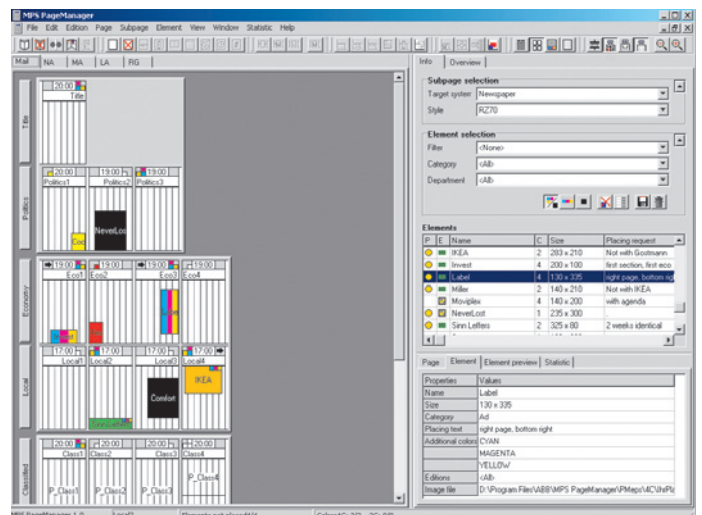
The planning of the newspaper structure for a given publication day can be modified and refined over a long period of time up to shortly before the start of production. The advertisement reservations and also the advertisements themselves are placed in accordance with the placing requirements. The approximate size of the product is set in MPS PageManager by taking the customer specific editorial/advertisement ratio into account.

A suitable production possibility for the presses can be selected as the basis for the newspaper structure according to the color requirements and the panorama pages. The corresponding variant can be replaced by another at any time during the planning process. This guarantees in all cases that the newspaper can be produced.

Functional overview of MPS PageManager



Page view of an edition



tion management

Generic or manual attributes such as the page type (local, global, change), subject/section, panorama/single sheet and page name can be allocated to each page. Every page consists of one or more partial pages, for which there are templates (number of columns, page header) corresponding to the sub-system responsible (editorial, advertising, continuous text).

The placing of advertisements

The placing of advertisements is made either manually or semi-automatically. In the manual case, MPS PageManager displays a list of all the advertisements for a given publication day that have been automatically transmitted by the advertising system. The advertisements are placed using "drag & drop". MPS PageManager automatically checks that the color requirements can be met. If required, spot colors can be converted automatically to the process colors.

In the semi-automatic case MPS PageManager receives the placing requirements from the advertisement booking system and makes proposals to the operator as to how the advertisements could be placed. The advertisements are placed after acceptance by the operator. If it is not possible to fulfill the placing requirements, the advertisement remains in the list of advertisements to be placed manually.

Page production

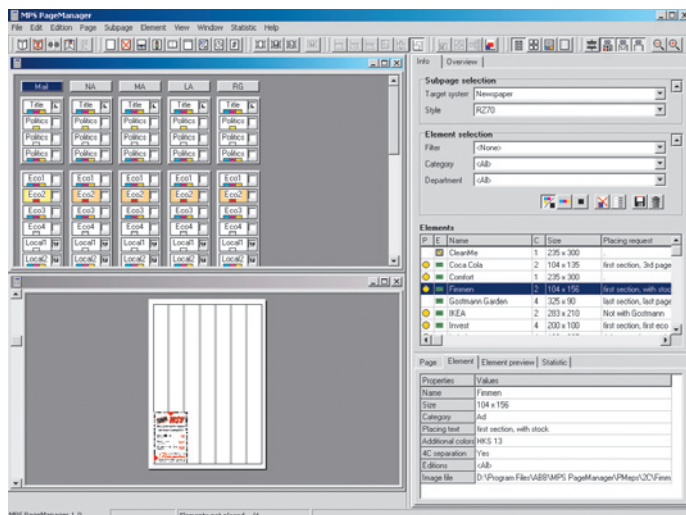
Once the planning has been approved, MPS PageManager transmits the partial pages including the layout data to the editorial and layout systems, which are responsible for the production and approval of the content. The content is handed back to MPS PageManager after approval. MPS PageManager then controls the production of the page in the page make up, where the corresponding partial pages, page header, and additional information (e.g. page number) are assembled.

The status of each page is clearly displayed during the entire production process.

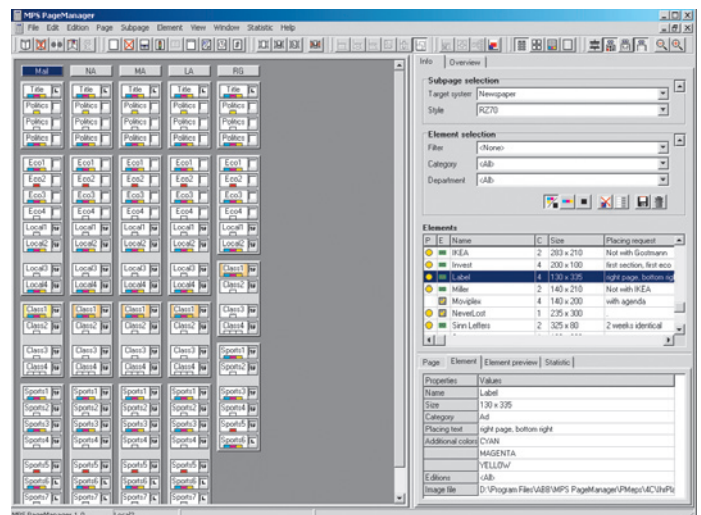
Plate production

MPS PageManager reduces the number of plates required to a minimum. For pages that are similar, where e.g. the colors cyan, magenta, and yellow remain the same and only the black content changes (e.g. the front page of different editions), the same color separations can be used. The planning data are transmitted to the plate production system so that a minimum number of plates are produced.

Combined view, edition overview and page details



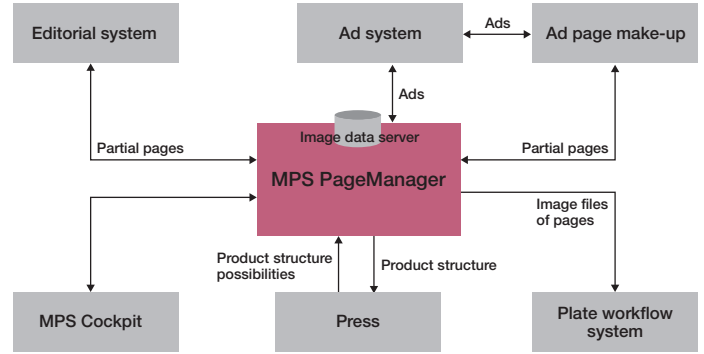
Overview of all editions of a title



MPS PageManager

An open system

MPS PageManager with its flexible integration possibilities is a further example of the open ABB system architecture and the integrated solutions for the complete newspaper production process. The open structures mean that the functionality in the areas of advertising, editorial and press can be extended in a modular fashion. MPS PageManager is a comprehensive, coordinated page production system which supports the full integration with the higher-level process management, the plate production, and the production management of the presses.



MPS PageManager interfaces

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