

# Customized Daily Newspaper niuu Relies on Quark Dynamic Publishing Technology

Since starting niuu, Hendrik Tiedemann and Wanja Oberhof from InterTI GmbH have been giving dozens of interviews. Newspapers, magazines, and TV stations from all continents are reporting on a project that is creating excitement for publishers and media experts. niuu, the world's first customized daily newspaper, was launched in Berlin. The technology behind this innovative newspaper production was developed and implemented by Swiss technology service provider and authorized Quark system integrator Previa AG.



Roger Wernli, CEO of Previa AG, explains, "With our technology, which offers customization of information in a new dimension, we will be implementing new projects at home and abroad. Because of this technology, we are now the leading partner in Europe for customized and dynamic publishing."

Publishers and editors have been discussing the concept of customized dailies for a number of years. However, the complexity involved in handling news and print relegated the idea to a more-or-less theoretical concept. Even as the explosion of the Internet caused publishers and print media to lose entire generations of readers, the time for customized newspapers still had not arrived. Publishers invested millions in creating Web entities, made a large portion of their products free online, and at the same time lost advertising revenue to competitive Web sources. In addition, readers began to gravitate only to the news that interested them personally. These barriers made it difficult for publishers to innovate, which is why it may be surprising that two young company founders from Germany picked up on the idea of customized information and planned a customized daily for an Internet-savvy readership. Thus, the niuu project was born and successfully implemented in just two years.

## Setting Trends for Media Companies

"We met the two young entrepreneurs from Berlin early on, were very excited, and joined the project," explains Wernli. "We see this as an innovative way to begin setting trends for media companies."

What is the secret behind niuu? The reader himself becomes the editor-in-chief and tells the Web which news topics and sources should be considered. To this end, a user initially makes a selection from basic profiles such as sports, business, and lifestyle. Then, content from various other sources is added to the columns. The listing of content suppliers is growing continuously and is already impressive. Besides local papers, national titles such as the German Handelsblatt or the United States' New York Times can also be selected. This is in addition to over 700 news sources on the Internet. It is also possible to select individual



*niuu allows readers to decide on the content and layout of their personalized newspaper.*

pages from different dailies, in addition to other Web content such as blogs and RSS feeds. The customized daily (publication volume: one copy) is printed in digital print on an Océ Jet Stream 2200 and delivered every morning, hot off the press, to the supplier's mailbox. niuu consists of 24 pages and is published in a tabloid format.

### Highly Personalized Advertising Options

The possibility of personalized advertising that is tailored to the respective reader means that advertising firms are becoming very interested in this project. Depending on the topic and user profile, it is possible to place personalized and topic-based advertisements because niuu addresses readers on an individual level and can serve entire theme-oriented target groups. Advertisers can manage advertisements and campaigns via the Web platform, and assign them to a selected target group. Clever statistics and analyses allow for exact measurement and administration of all campaigns. "That makes advertising managers happy," says Wernli. "A variety of data is obtained from each registered niuu reader and the data can be used to send an advertising message to individual readers," explains the 40-year-old CEO.

### The Engine Behind niuu

For the implementation of niuu, the Prevision team has developed a software solution that aggregates, creates layouts for, and customizes a variety of content that is then combined into a newspaper on a fully automated basis. News is prepared from a variety of different data sources and offered to the system for customization purposes. Editing systems, XML sources, PDFs, and archive data are available as data sources.

**"A variety of data is obtained from each registered niuu reader. In this way, the data can be used to send an advertising message to individual readers without incurring waste."**

**— Roger Wernli, CEO of Prevision**

Widget supply services for Sudoku, horoscopes, weather, and stock charts can also be included in the equation. Context-sensitive advertising can be associated with content based on the user profile. Prevision's program — a rule-based and intelligent layout manager — then prepares the customized product. It may consist of a PDF or ePaper, but may also be a Web site or content for a mobile device. Discussions surrounding distribution to eReaders and iPads are currently ongoing. The system architecture includes over 20 programs/processes, works with Windows server systems, is based on .NET by Microsoft and the Drupal open source CMS, and uses the QuarkXPress Server rendering engine as the multi-channel output robot.

### Quark Delivers the Engine

As part of conducting its competitive analysis, Prevision quickly determined a decision would be made in favor of using Quark technologies for implementing a dynamic publishing solution. The core technology for the new dynamic publishing solution is QuarkXPress Server. This core technology combines the high-quality typography and graphics support of

**niiu - an InterTi GmbH product Berlin**[www.niiu.de](http://www.niiu.de)**Previa AG****Zofingen, Lucerne, Switzerland**[www.previa.ch](http://www.previa.ch)**CHALLENGES**

- **Cost-effective implementation of personalized and automated publication processes**
- **Development of a new advertisement booking model that targets specific groups or individuals**
- **Creation of a payment concept with a point system**
- **Enabling an efficient, non-linear print document creation process**
- **Maximizing performance**
- **Easy integration through standard interfaces**

**QUARK SOLUTIONS**

- **QuarkXPress Server as the core technology for the Previa platform**
- **QuarkXPress design power in combination with server-based performance**

**RESULT**

- **More than 2,000 36-page newspapers per hour**
- **Automated creation of customized dailies**
- **Enormous time and cost savings**

QuarkXPress with server-based performance for automated processes. QuarkXPress Server provides system integrators, developers, and customers a flexible software solution that enables them to better utilize the creative potential of QuarkXPress to create automated publishing solutions for the following areas: Web-to-print, variable data publishing, advertising automation, on-demand PDF generation, customization, and one-to-one marketing.

Other technologies were considered, but QuarkXPress Server was the most compelling. "The key factors for the implementation of this project concerned performance and programming interfaces. Imagine what it would be like to create customized content in real time for several thousand subscribers. Masses of data converge and are automatically built into print pages in the layout engine, combined with advertising pages, and then issued as high-resolution print PDFs. The entire process is not linear; rather, each generated layout document represents its own unit," says Toni Kaufmann who, as CTO, is responsible for monitoring software implementation at Previa. "The only other technology that also made the short list was InDesign Server," explains Kaufmann. "However, our tests have shown that QuarkXPress Server achieves the best performance when it comes to automated layout processes. With each version of QuarkXPress Server, Quark has not only introduced new intuitive tools but also increased the throughput rate and options for integration into other systems. These factors, along with its stability, convinced us that we would be making the right decision by relying on this software."

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— Toni Kaufmann, CTO of Previa

With Previa, an innovative company that focuses on consulting services, software development, and project implementation in the media environment, niiu company founders found the ideal partner who, following an extensive requirements analysis, proceeded to develop a continuously available platform for all required processes based on QuarkXPress Server. Toni Kaufmann explains, "QuarkXPress Server's performance and stability are impressive. Since the development environments are based on industry standards such as Java, JSP, ASP/.NET, PHP, Visual Basic, and protocols such as HTTP and SOAP, it is possible to flexibly integrate QuarkXPress Server with existing IT environments. For this reason, our solution is not comprised of a rigid overall system, but rather freely configurable components. We combined into the solution exactly those modules that were required. If requirements change (e.g. load distribution), it is easy to achieve additional performance by simply docking additional rendering engines to the system."

**Customized, Diverse, and Printed**

According to Wernli, this is just the beginning of a ground-breaking development. niiu had a sensational start as a modern and customized daily. "Based on our technology, the opportunities for distributing individualized information have become immense," explains the Previa CEO. This does not only apply to newspapers or magazines, but also to almost every area that is involved in distributing information. In particular, companies that need to



niuu allows readers to select content from local papers, national titles such as the German Handelsblatt or the U.S. New York Times, as well as from 700 online news sources.

forward structured information to a special target group are now able to dramatically improve their information management, thanks to Prevision technologies. Whether travel agencies, financial companies, or decentralized organizations, each company will be able to forward to its employees all-important information that they need for their daily work. Unnecessary or distracting information is avoided, which improves work efficiency.

“Prevision has been looking at the area of personalizing and customizing information for over 14 years. We view the niuu project as a strategic innovative project and a considerable challenge, which allows us to utilize all of our areas of competence,” said Wernli.

### About Prevision AG

As an authorized Quark system integrator, Prevision AG is a leading provider of modern and integrated information management solutions, and offers services in the areas of consulting and development/integration. The company consists of a core team of more than 30 individuals, including advisors, project managers, software developers, designers, and service desk personnel. Prevision specializes in the technological requirements of the media and communication industry, and relies on more than fourteen years of industry expertise.

### About Quark

Quark, Inc. (www.quark.com) is a leading provider of publishing software for professional designers, small and mid-sized businesses, and large organizations in more than 160 countries. Two decades ago, our flagship product — QuarkXPress® — changed the course of traditional publishing. For more than 25 years, Quark has built on its knowledge and experience in design and publishing to provide software solutions that support collaborative workflows and automated publishing across multiple channels. Today, Quark is revolutionizing publishing again by setting new standards in XML-based publishing across print, the Web, and digital media, as well as by helping owners and employees of small and mid-sized businesses promote their products and services easily, professionally, and affordably. Denver-based Quark Inc. is privately held.

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