



Feed Publisher

A visual way to publish
information to mobile devices

A WoodWing White Paper

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Introduction

Modern information delivery relies on a constant stream of data to populate and distribute news to websites, tablet devices, and other information systems. A problem with typical solutions on the market today is that they rely on property-tagged xml streams, which are unruly to organize, transform, and use in the current landscape of Javascript-populated websites and web applications.

WoodWing has developed an information organization and delivery solution called Feed Publisher which seeks to address these shortcomings. Feed Publisher gives editors a visual dashboard to organize and keep on top of their news systems and is suitable for use in mobile applications, on websites, and for delivery to mobile devices.

This white paper provides an overview of WoodWing's Feed Publisher solution. It describes how the solution is different than traditional feed delivery, how content is organized and delivered, and how content can be used for a variety of services.

Traditional Feed Delivery

Typical systems for feed delivery rely on XML and property tags for routing to the appropriate destination. The problem with setting information priority and descriptions via tags is that the editor can be presented with an endless stream of property dialogs, none of which give an adequate representation of what the final news stream will look like. Also, information delivery through tagging does not provide an optimal environment for seeing how the content will be organized and if it has been distributed or awaits further action.

Visual Organization

WoodWing's Feed Publisher is different than typical information delivery systems in that it presents a friendly, dashboard overview that lets editors see all the news they are organizing for delivery. Feed Publisher is a component of WoodWing's Content Station application, and benefits from that application's cross-platform architecture and integration with the Enterprise Publishing System.

In Feed Publisher, content is arranged in columns according to category, with a preview of the text of the article and optional, included images. A simple, color-coded dot indicates whether content has been completed for delivery, if it has been individually published, or if it has been batch-distributed.

For easier organization of content, editors can even drag and drop articles within a column to set news priority, or drag content between columns to change category assignment.

Uses for Delivery

It's important to note that WoodWing's Feed Publisher is suited for more than

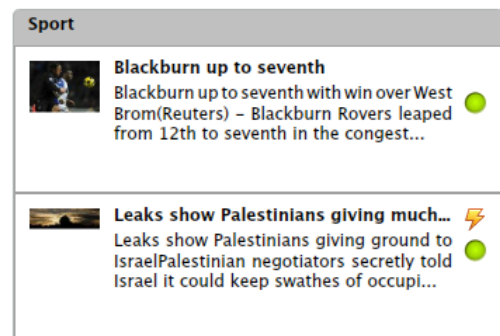


■ The Feed Publisher dashboard.

just streaming data. It has the potential to be used in a variety of applications ranging from full-fledged mobile applications to feed-driven websites.

Mobile Applications

Today's mobile and tablet devices each have their own methods for creating applications and delivering them to consumers. There are several competing languages they use to display content, the primary contenders being Objective-C for iOS devices and Java for Android devices. A common denominator for all tablets, however, is their ability to display HTML content for consumption. By wrapping the Feed Publisher content in HTML, it's possible to create a dynamic news application. Feed Publisher data becomes the primary content and is much simpler to create than device-specific layouts for information delivery.



■ In Feed Publisher, icons indicate whether content has been changed, if it is ready to be published, or has been distributed.

When using a feed-based mobile application, publishers benefit in two important ways:

- Designers do not need to create daily layouts for news delivery. Pre-built templates control how the content is displayed and rendered. Since information is continuously created by writers and Editors, there is no “middle-man” between the information editor and the device displaying the information. This provides a faster turnaround time for news delivery and simplifies the workflow.
- Publishers do not have to rely on applications like Adobe InDesign to format their content. Moving content through multiple applications increases the amount of time it takes to deliver news and also increases the cost associated with creating the information. Since Feed Publisher represents pure information delivery, the cost associated with creating the content is reduced.

There are, however, valid reasons for using systems such as WoodWing's Tablet Publishing System for creating tablet content with Adobe InDesign. Content can be designed in a way similar to print, and in this way offers excellent design fidelity which can be lacking in current Web design practices. The good news is that Feed Publisher even allows a hybrid approach when used in conjunction with WoodWing's Tablet Publishing System, where some content can be laid out in Adobe InDesign and other content delivered by Feed Publisher. This combination offers the best of both worlds where content is immaculately designed while up-to-date content is fed to the newsreader application.

Websites

Since Feed Publisher is based on an industry-standard, modern format called JSON, it can also be used to describe content for websites that use Javascript, HTML and CSS. Since its native format is Javascript-based, it offers an easy way for web designers to add interactivity to content that is being displayed on a website since a majority of interactive content is being delivered via Javascript. If a publisher so desires, the same format used in the tablet device can also be used in the website, only without the tablet device wrapper. This allows ultimate reuse of content for a variety of consumption devices.

Summary

WoodWing's Feed Publisher offers a multitude of options to publishers who want to reuse their content in dynamic, interactive ways. By offering an easy, intuitive approach to organizing content, **Feed Publisher lets content producers focus on the business of curation and distribution of information instead of the layout or design.** Its use of JSON as the delivery format makes Feed Publisher an efficient, modern system for information delivery. **By developing a solution that can be used for tablet devices and websites, WoodWing continues its reputation as an innovative software developer creating software that enables publishers to be more efficient and on the cutting edge of information delivery.**

For more information on WoodWing's Tablet Publishing solution, visit www.woodwing.com/tablet

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