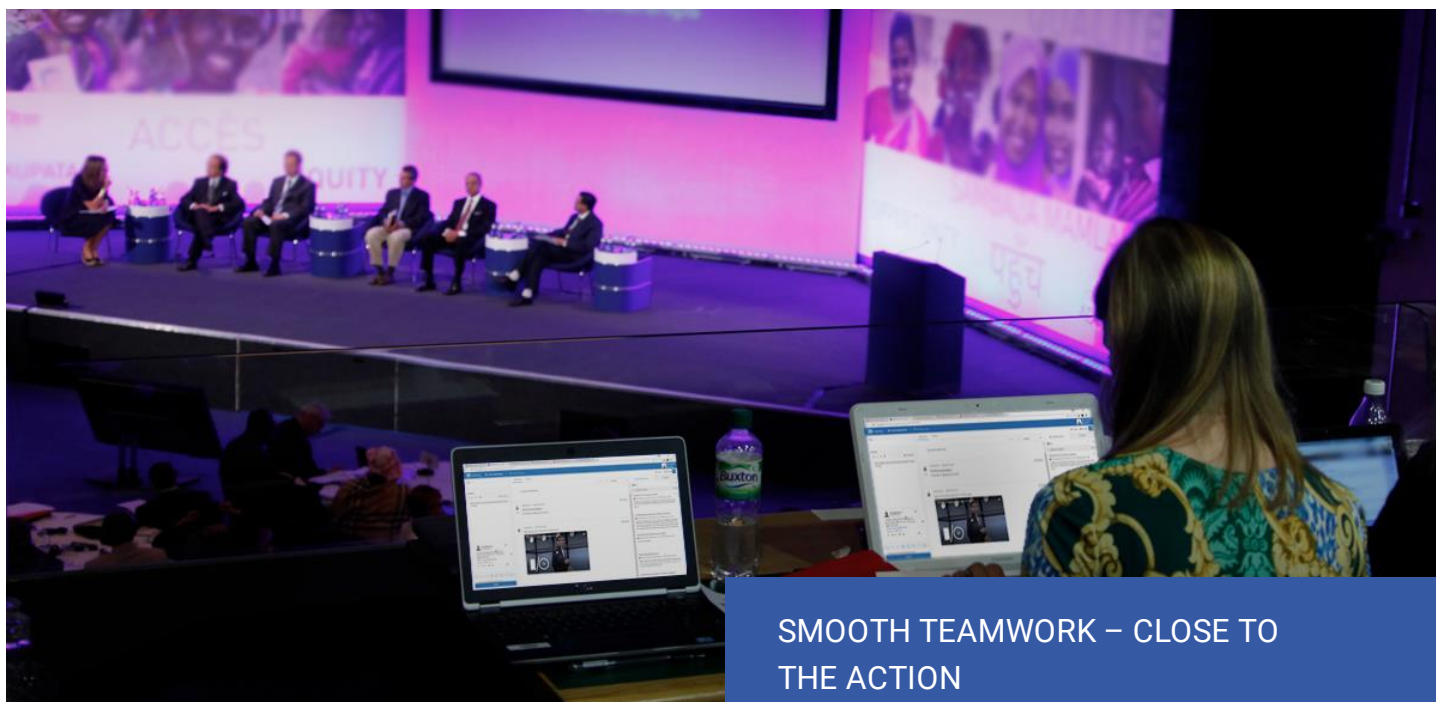




SWING LIVE REAL-TIME NEWS DELIVERY

LIVE-BLOGGING TEAMWARE

A mobile workspace for individuals and teams.



SMOOTH TEAMWORK – CLOSE TO THE ACTION

Adding news value

Some news stories benefit enormously from live coverage – showbiz ceremonies, natural and man-made disasters, sports events. Live coverage adds value to the story and, by driving repeat visits, boosts site traffic and revenue.

The technology to create a live news stream has been available for some time – but integrating it into the newsroom workflow is not straightforward. *Swing Live* provides the solution.

Newsroom integration

Swing Live makes the creation and moderation of a live newsfeed as simple as managing an ordinary news story.

Using any mobile device from laptop to smartphone, live bloggers post text and multimedia content directly into an online news stream, as well as embedding tweets and other social content, photos and videos, captured locally or found online.

Distributed teamwork

As well as individual blogging, *Swing Live* also supports coverage by teams of live bloggers, coordinated by a moderator.

All posts from team members show up in the moderator's staging area. Here they can be accepted, rejected or edited before being sent for immediate publication to the online stream. All team members see the live stream as it develops in real time.

Creating the team

The moderator builds the team by clicking on the names of authorized contributors. Team members receive an automatic invitation to join the coverage and are enabled to submit content for the duration of the event.

Close integration with the newsroom workflow makes live team creation extremely simple, while member activities are subject to normal workflow controls.

Easy interface

Covering live events may involve contributors working in less than ideal conditions. For this reason, *Swing Live's* interfaces are extremely intuitive. Whether they are using a laptop, tablet or smartphone, users create and submit posted content through a clean, uncluttered workspace.

Media autoformatting

Contributors can include any kind of media in their posts – from tweets and other social media items to photos and videos shot with their device's own cameras. All media can be previewed in the editing space and automatically reformats for the live stream as soon as it is submitted.

Swing Live's automated format handling allows contributors to create and manage media-rich news streams with minimal effort or distraction.

Back to the street

Swing Live reverses a tendency over the last few decades which has seen reporting staff increasingly tied to the newsroom by the need to access resources and technology.

By extending the newsroom workflow to groups of remote users, *Swing Live* creates a shared mobile workspace that keeps news gatherers close to the unfolding action of breaking news events.

Live teams enjoy maximum freedom and mobility while their contribution to the news flow is subject to full workflow control.

A SHARED MOBILE WORKSPACE

