



Swing

UNIVERSAL WEB AUTHORIZING

MOBILE CREATION AND DELIVERY

Freedom and flexibility for authors and coordinators.



THE MOBILE NEWSROOM WORKSPACE

Content creators cut the cord

With a complete set of editorial functions on their laptops, authors and coordinators are no longer tied to the newsroom or office.

Swing is a web-based mobile workspace allowing authors and editors to participate fully in the content-creation and publishing process.

A full toolset

Working anywhere with a network connection, *Swing* users can carry out a full range of editorial operations from story authoring and media insertion to pagination and publication.

Coordinators use *Swing* to manage the entire content cycle from initial planning to task assignment, content review and progress monitoring.

Clean content creation

Swing gives authors a clean, uncluttered interface where the focus is entirely on creating the story.

Authors type text into a simple template. All formatting is automatic.

Photos, galleries, videos and social media posts are pulled in from a side panel. They format to fit the story,

At any time, users can see previews of how the story will look in different publication channels – web, tablet, mobile, even print – by choosing from a menu of channel renderings.

Managing and monitoring

Editors and coordinators use *Swing* to manage every stage of the content process from task assignment to review and final publication.

Swing's shared workspace gives high visibility and control across the most complex, distributed media operations.

Smart finder

Without leaving the workspace, *Swing* users can access and search across a wide range of digital domains, from internal archives and legacy sources to newswires and image feeds, as well as online sources like YouTube and Google Maps.

Once located, assets are pulled into the authoring space using simple drag-and-drop actions.

The custom workspace

Swing's main user interface is a 'dashboard' populated by widgets – functional modules that can be swapped in and out to suit the needs of the user.

Different workspace combinations can be saved and users may choose between configurations according to the task in hand.

The origins of Swing

Swing has its origins in the 'thin client' developed to access EidosMedia's advanced content management and publishing platforms.

Through the application of advanced Web technologies, *Swing* has succeeded in duplicating the extensive editorial functions of the original Windows client.

The result is a uniquely powerful content creation and management environment contained within a lean, mobile workspace.

The benefits of Swing

As a web-based application, *Swing* dispenses with the need to install and maintain a client software base.

The user interface is always up to date and the deployment occupies almost zero footprint, inside and outside the newsroom or office.

ZERO FOOTPRINT WORKFLOW

