

Title (en)
PRINTED PRODUCT AND METHOD FOR THE PRODUCTION THEREOF

Title (de)
DRUCKPRODUKT UND VERFAHREN ZU SEINER HERSTELLUNG

Title (fr)
PRODUIT D'IMPRESSION ET PROCÉDÉ POUR SA PRÉPARATION

Publication
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Application
EP 07785073 A 20070802

Priority
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• CH 15082006 A 20060921

Abstract (en)
[origin: WO2008034268A1] A novel printed product, a new production method, and a new system for the production of printed products is proposed, which makes web logs and the blog entries contained therein accessible as news sources for traditional print media. One crucial difference to the known electronic products and corresponding methods, in which blog entries or postings are made accessible online, is that according to the present invention the blog entries are fed into the preparative printing stage, hereinafter also referred to as pre-press, in a novel manner, and processed therein, in order to be supplied to the printing plate creation after the preferably automated layout generation, depending on the printing method. The methods and systems according to the invention allow the blog entries or postings to be checked, categorized, and scored such that the actual editorial effort in the pre-press region is substantially reduced. This leads to massive savings, since an editor-in-charge is advantageously provided a preferably pre-categorized preselection of blog entries, ideally in the form of rankings, via analysis methods and systems, and optional upstream verification methods and systems, which are described in detail as follows. The novel method preferably utilizes postings by bloggers, who have consented to a commercial use of their blog entries for publication in the printed product according to the invention, and any possible subsequent use, during the course of the online registration and certification process via a blog portal, thus significantly increasing the legal security for the commercial operator of the blog portal and the producer of the novel printed product.

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