BRIXWIRE
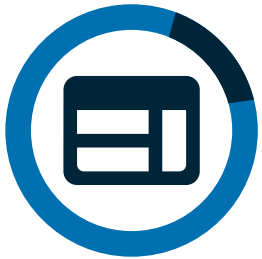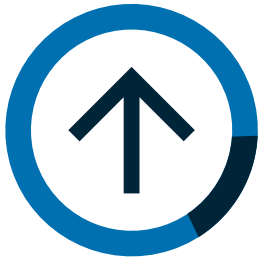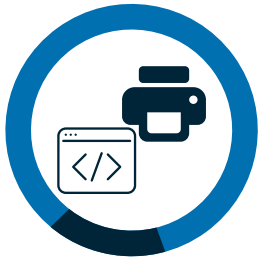## News Hub

Reduced to the Max

Use Cases

News Hub: Import-transform-export content
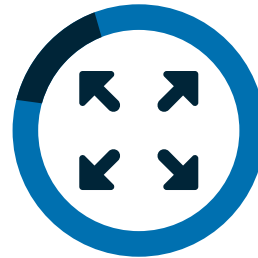
Headless content publication

Any First: creating content from anywhere

Artificial Intelligence platform

Integration of multiple publishing systems

Transformation of content to other systems & formats

Distributed & collaborative publishing (Central editorial)

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News Hub: Import-transform-export content

Our input plugins effortlessly handle a **wide array of sources**, from news feeds via Directory or FTP to CMS content and push notifications via our APIs. Users can **easily search for news** in the News Browser using different criteria and publish it to multiple output channels.

Headless content publication

Experience hassle-free content distribution through our scheduler and customer APIs, enabling fully automated, **user-free publishing.** Easily configure inputs to link with multiple outputs, catering to your specific needs. Benefit from automated operations, such as **night-time publishing,** or seamlessly introduce a new CMS with automatic synchronization.

AnyFirst: creating conten from anywhere

Seamlessly craft stories from any platform and share across **connected systems**. Whether you prioritize print or online first, BrixWire adapts seamessly. Define your input channels and publication assignments with ease, **publishing where you create content**. Whether you prefer automatic or interactive publishing, the choice is yours!

Artificial Intelligence platform

With our innovative AI plugins, you're not bound to a **single provider.**

Seamlessly integrate various workflow steps using different models, harnessing **the strengths of multiple AI** providers to craft captivating stories and deliver exceptional content.

Integration of multiple publishing systems

With BrixWire, you can easily **connect or synchronize** multiple editorial systems. Whether you need to navigate a diverse landscape of parallel systems or execute smooth migration scenarios, BrixWire makes it simple to optimize your workflow.

Transformation of content to other systems & formats

Our innovative platform enables **effortless transformation of content** from remote publishing systems. It facilitates **media-neutral storage** and seamless integration of structured data. The transformations can be customized so that a workflow without additional work is possible.

Distributed & collaborative publishing

Brixwire systems can be connected to each other, allowing you to easily **connect different newsrooms** (National-Local) or external workstations (Home office or distributed teams), to share content, facilitating **collaboration between teams**, as well as to make **content usage** based on contracts, using fixed or per-article rates.
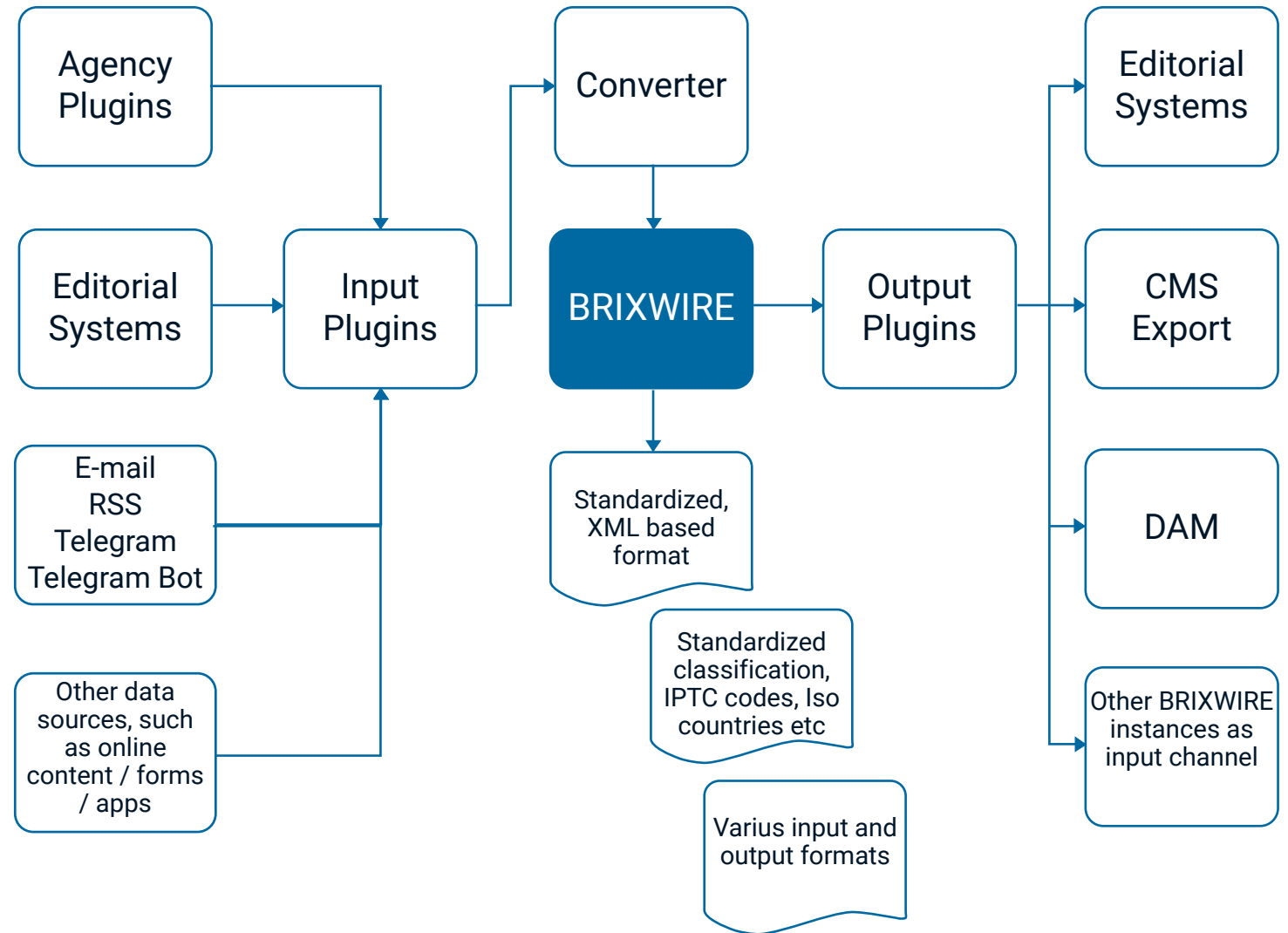
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News Hub

BrixWire is able to access all news sources, maintain them in a database (**neutral format**) and reproduce them in any publishing environment.

Due to the **plug-in approach**, it can be customised as desired and allows for customer-specific extensions or projects.

It can also act as:

- Press agency receptor system
- Additional source integrator
- Automated content centre
- Content enhancer
- Editorial platform integrator
- Artificial Intelligence platform

Agency Plugins

Editorial Systems

E-mail
RSS
Telegram
Telegram Bot

Other data sources, such as online content / forms / apps

Input Plugins

Converter

BRIXWIRE

Standardized, XML based format

Standardized classification, IPTC codes, Iso countries etc

Varius input and output formats

Output Plugins

Editorial Systems

CMS Export

DAM

Other BRIXWIRE instances as input channel

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Key Performance Indicators

- Data centralization: BrixWire can have **1 million stories** in one installation with no problems of performance.

- Speed: searching for content in the News Browser in less than **100 milliseconds.**
    - Import speed: less than **2 seconds** to import a story to the News Browser.
    - Publish speed: publishing time with only **2 clicks** in **5 seconds.**

- Stability: in addition to our **robust system**, we provide cost-effective second-level support.

- Flexibility: **any** input to **any** output.

- Automation: rulebased publishing in **5 seconds.**
    - Automated enhancement of incoming content (Translation , adjustment of the text provided by e.g an agency).

- Scalability: working with any number of users (**1.000 users** in our biggest installation).
    - Working with any number of publications (**500 Input** publications & **25 output** publications)

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Capabilities

Interactive Publishing

BrixWire offers a **News Browser**, via which the data input to the output channels can be editorially **accompanied, assigned and exported**. The manual assignment serves both as a **filter** for relevant stories and as a preliminary stage in the workflow to prepare the stories optimally for further processing (**templates and attributes**).
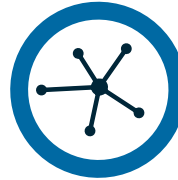
Automated Publishing

As an alternative to interactive publication, content can be **automatically** published to specified output channels. This use case is intended for data sources that do not require **editorial preselection.** This works via rule-based publishing.
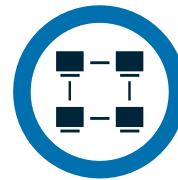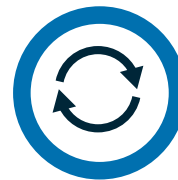
- Content Hub
- Star Model
- Plugin Architecture
- REST API
- Hosting Variants
- Transformation engine at its core

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Content Hub

BrixWire transforms content management by acting as a **dynamic content hub**, storing news data in a versatile, media-neutral format that aligns with your unique needs and preferences, ensuring seamless searching for tailored stories and assets.

Star Model

Instead of a network model for the content. This **simplifies** the installation, maintenance, migrations and tests. When connecting a new input/output channel, all previous channels become **immediately available**, ensuring efficient operations.

Plugin Architecture

With components tailored to meet **customer requirements**, we adhere to a rigorous plugin concept in BrixWire. Virtually **every feature** within the platform is implemented as a plugin. This includes authentication and authorization, access to assets via a DAM, as well as inputs and outputs.

REST API

BrixWire users have the ability to **expand the platform** by creating custom views and automation, or **integrating its functionality** into other products.

Hosting Variants

BrixWire offers **versatile deployment** options, supporting both Windows and Linux systems as well as Docker containers. It can be hosted on a standalone server or on managed servers in the cloud, ensuring **scalability and reliability.**

Its plugin design allows components to function **independently**, and it supports multiple database data sources, including PostgreSQL and MS SQL, enabling users to choose based on their installation size and requirements.

Transformation engine at its core

The heart of BrixWire is its transformation engine, adept at processing both JSON and XML formats, and supplemented by scripting capabilities **to accommodate specific use cases**.

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News Browser

BrixWire presents a **sleek and user-friendly** interface, designed to cater to individual preferences and provide **intuitive** navigation. Users receive immediate feedback on their actions, ensuring a **seamless experience**. Additionally, the application offers customization options such as **color themes and a dark mode**, along with convenient keyboard shortcuts. It uses modern and fast technology.
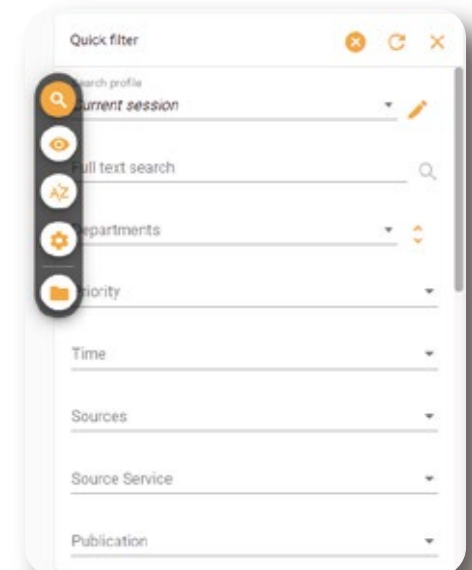

Preview

If the preview area is visible, the editor receives an **HTML-based** preview of the story, including images, etc. The preview generation is done via XSL and CSS, so it is completely **customizable**.
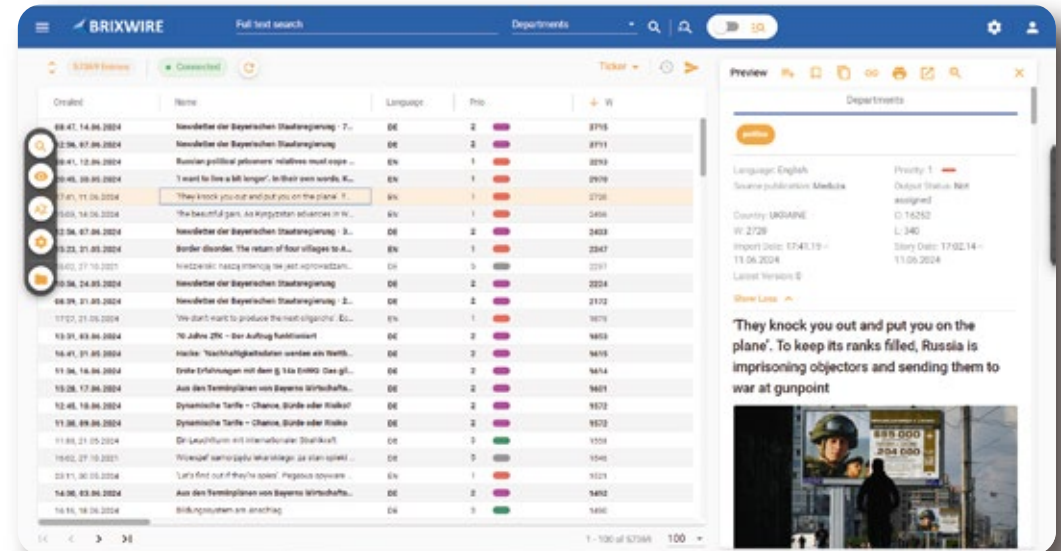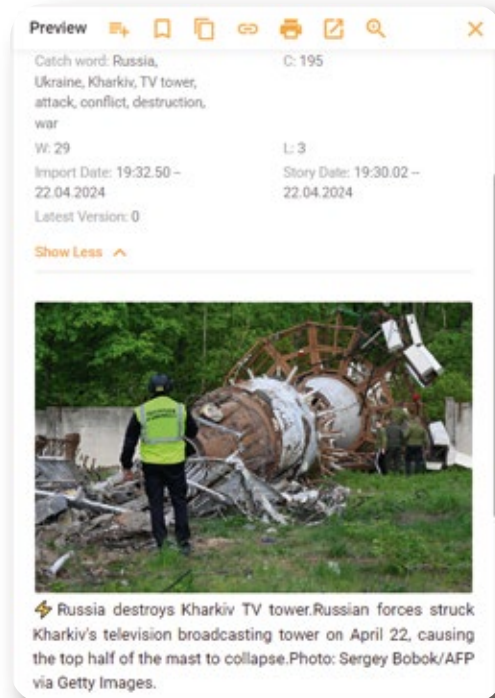
Search Mask

The stories can be **filtered** according to **different criteria**. Filters can be managed and stored in profiles under user-defined names. In addition to these intuitive ad-hoc searches, it is also possible to filter the database using **stored criteria**.

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Benefits

Data centralization: by centralizing the use, ownership, and utilization of content.

Scalability: It is possible to work with large numbers of users and publications according to the team's needs.

**Speed:** moves data at the right latency via high-performance data pipelining.

Automation: Headless and fully automated publishing is possible with rule-based publishing.

Stability: Works with a high volume of content and data without performance loss.

Flexibility: is able to adapt to different needs by supporting new technologies, data types, and platforms.

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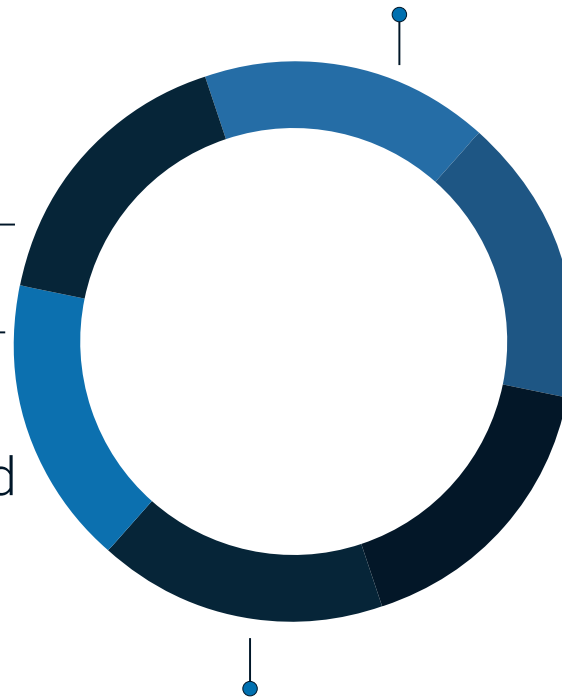
Enterprise Features
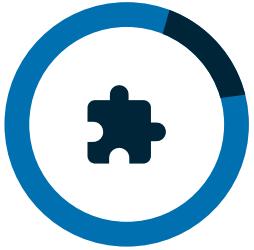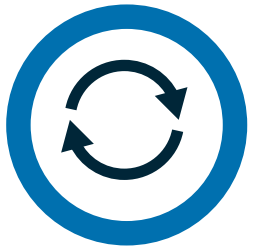
Customizable Plugin orientation

Monitoring

Free choice of platform

Push oriented

User Control

Use of existing standards

Failover and Load balancing

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Customizable Plugin Orientation

At every processing level, BrixWire harnesses the power of plugin technologies, **ensuring adaptability to customer-specific needs** for both input and output channels. This versatility extends to accessing existing DAM systems, enhancing **flexibility and integration capabilities**.

Monitoring

BrixWire features a robust monitoring interface, **seamlessly integrable** into cockpits for streamlined operation. Implemented as part of the plug-in concept, this monitoring interface, like other key system interfaces, ensures easy integration of monitoring events into the end customer's dashboard system.

Free choice of platform

BrixWire offers versatile deployment options, supporting both **Windows and Linux** systems as well as **Docker** containers. It can be hosted on standalone servers or managed cloud servers, **ensuring scalability and reliability** with parallel execution and failover capabilities.

Push oriented

The user interface uses push technology for **automatic updates**, eliminating the need for manual updates. It's browser-based and built with cutting-edge standards like the **Angular** framework.

User Control

User administration is conducted through LDAP, Active Directory, or a built-in user administration system. Permissions are assigned to both functions (admin area) and data (such as output channels).

Use of existing standards

International standards are used throughout for both formats (News ML, InCopy, XHTML etc.) and attributes (IPTC, ISO etc.).

Failover and Load Balancing

BrixWire is adaptable to failover and load balancing setups, and can be upgraded for **scalability and continuous operation** with suitable hosting solutions.

Platforms

BrixWire supports the following platforms through input and output plugins:

- **Feeds:** EFE, AFP, Reuters, DPA, PAP, SDA, Xinhua, Bloomberg, etc.
- **CMS:** BLUESTACK CMS, Drupal, WordPress, etc.
- **Social media:** X(Twitter), Telegram and Facebook
- RSS
- **Publishing systems:** WoodWing, InDesign
- **Office:** Word, Excel, PDF
- E-mail

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News Hub

Reduced to the Max

Request your *free* Demo with us!
We are happy to answer any of
your further questions!

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