



International media analysis company to run on a suite of PDF tools designed by ATAPY Software



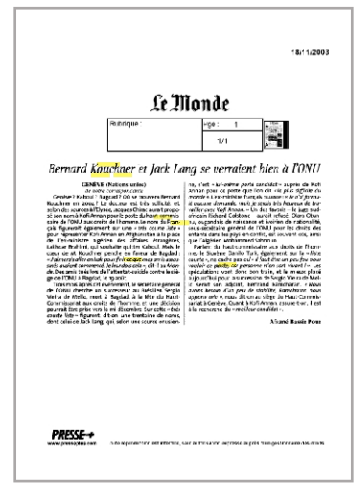
Presse+, a large media monitoring and research company (500 clients among 800 top French businesses and administrations, over 2 000 000 users daily) deals with incoming printed media sources, audio and video materials, and digital media to produce synthetic summary documents. To secure its annual growth of 25% and to be able to process over 7,000 media sources 24 / 7, Presse+ must constantly adopt innovative technologies and perfect its business procedures. This explains why the company has been heavily investing in the electronic support of its production chain.

The output documents are generated in PDF format. Accuracy, efficiency, and speed of generation are crucial for the company's professional success. However, the products available on the market today failed to meet the challenge and the particular needs of Presse+. This is why Presse+ turned to ATAPY Software in search of a solution. ATAPY's experience with OCR and image processing allowed Presse+ to fill the gaps left by off-the-shelf products. ATAPY developed a suite of customized, reliable, and fast tools built around ABBYY FineReader OCR.

The highlights include:

- batch processing for quick and convenient conversion
- integrates with the existing technology
- reduces software licensing and maintenance costs; minimal training required
- non-stop processing of input images in multiple formats containing graphics and text in many languages
- export of recognized data to PDF with user-defined keywords highlighted
- recognition of "image only" PDF as a set of images
- decreasing the sizes of the PDF files by compressing the illustrations stored inside

The result is an effective customized solution that eliminates the need for expensive generic products. Through innovative approach, ATAPY engineers built a robust and scalable system which meets the high standards of Presse+.



Presse+ is a leading French provider of Media Monitoring (Press, Broadcast, Internet, News Wires, etc.) and International Press Analysis Services (covering major European, US, and Asian publications). In 2005 the company was acquired by TNS Media Intelligence (www.tns-mi.com), a company of the TNS Media Group. The acquisition became a considerable boost to TNS's news monitoring service in France.

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ATAPY Software
630090, Enginernaya Street, 4a 522,
Novosibirsk, Russia
Tel. +7 383 33 56 569 Fax +7 383 33 56 561
www.atapy.com office@atapy.com