

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



Presse+ is a large media monitoring and research company headquartered in France and operating on 4 continents. The company has 500 clients among 800 top French businesses and administrations, and over 2 000 000 people use Presse+ services daily.

Presse+ deals with incoming printed media sources, audio and video materials, and digital media to produce synthetic summary documents. To ensure its annual growth of 25% and to be able to process over 7000 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
- exporting recognized data to PDF while highlighting user-defined keywords
- 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's engineers built a robust and scalable system which meets the high standards of Presse+.



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