

Escenic Tip Engine

Managing input from citizen journalists

“When President John F. Kennedy was assassinated there was one bystander filming the sequence of events. If it had happened today there would have been 1,000 bystanders recording it with their mobile phones/cameras. They would be online and the pictures would be distributed worldwide in an instant”. (Dan Gillmor, Knight Center Director and Kauffman Professor, Arizona State University)

Citizens have started to inform their newspapers and broadcasters. News organisations have begun to recognise the value citizen journalists can represent. For expediency, perspective and relevance leading news organisations use Escenic Tip Engine to welcome citizen journalists into their news creation processes.

Escenic Tip Engine is the solution for managing these opportunities:

- Handle and maintain all incoming tips and dialogues from citizen journalists and others, in an organised manner.
- Searchable database of all tips for later reference, in order to enhance editorial output and generate editorial ideas.

- Handle the growing dialogue with readers using responses like those from SMS competitions.

Escenic Tip Engine is a standalone solution, yet integrates with Escenic Content Engine, and other XML-based systems.

Functionalities include:

- Handling of incoming MMS, SMS and e-mail, including answering or forwarding in same format
- User-friendly interface with shortcut keys and screens that provide an easy overview when sorting the information
- Security and different user levels protect the integrity and anonymity of your sources
- An advanced authentication module enabling you to customise groups and roles with different security levels
- Folders to distribute tips to different parts of the organisation or into different categories



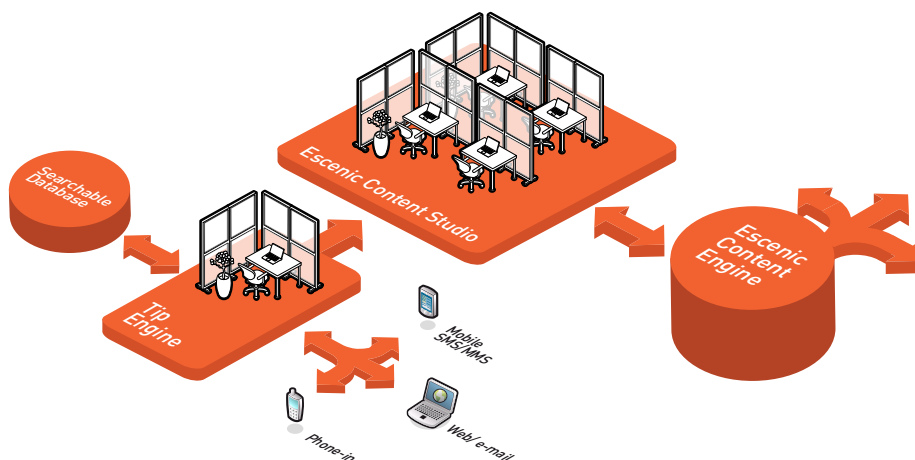
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Technical features of Escenic Tip Engine:

- Escenic Tip Engine is built using only open, well-specified standards and libraries, ensuring multi-platform support and easy integration with third party systems.
- Extensible connector framework, making it easy to integrate with any SMS/MMS gateway or directly with a CPA (e.g. O2, Vodafone or Telenor).
- Connector developers are provided with a rich XML Schema for all interaction with the Escenic Tip Engine, as well as a fully featured RESTful web service API.
- Third-party programs communicating with Escenic Tip Engine can be written in any language using the developer's favourite libraries, e.g. Java, Python, PHP, Perl, C#, Visual Basic, Lisp, BASH and C. HTTP and XML is all that is needed.
- Escenic Tip Engine can communicate (export) any information to any external system. Out-of-the-box support for the Escenic Content Engine is provided.

Escenic Tip Manager is developed in cooperation with Aftenposten, De Telegraaf and Fædrelandsvennen.



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