

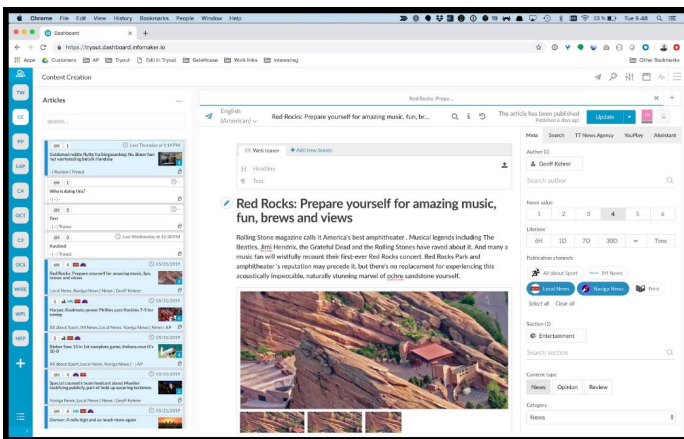
Naviga Writer

The authoring tool that's as easy as social media

Content

Your writers should be concentrating on creating great content, not dealing with CMS issues. Naviga Writer is the content creation solution that focuses on the three most important tasks for the journalists: creating the content, adding metadata and incorporating inline enrichments like images and videos. We've worked hard to make the interface nearly as easy as social media, but with the power you need to create content that engages readers.

At the core of the Writer is a well proven, fast, stable and structured text editor enabling your reporters and editors to work without interruptions and hassle. Combined with other Naviga software, it provides a powerful and versatile solution for writing, advertising and audience engagement. While digital-first, Naviga Writer is also excellent with print products.



- ▶ Modern, sleek user experience
- ▶ Structured text (NewsML G2)
- ▶ Inline content like images, videos, polls and code
- ▶ Social embeds from Twitter, Instagram, Facebook and YouTube
- ▶ Text-in-text, such as teasers, summaries, fact boxes
- ▶ Image workflow and image galleries with soft crops
- ▶ Lists and tables
- ▶ Standardized metadata like categories, geo, entity tags and stories. AI support
- ▶ Publishing workflow with content validation
- ▶ Open for developers to add more functions

Smooth Writing

Creating text in the Writer is smooth, fast and reliable. At the core of the Writer is a well proven, fast, stable and structured text editor. Then, we provide powerful tools for easy enhancements:

- ▶ Power up your social media awareness: Create teasers for your article customized for the web, apps or Open Graph social media.
- ▶ Inline content: Add images, YouTube, videos, social embeds, Instagram, HTML-code, inline text content and other enrichments using drag-and-drop or paste a link.
- ▶ Smooth publishing workflow: Write, publish, update, re-publish or unpublish. The Writer publishing workflow is easy to understand, use and customize to your needs.
- ▶ Enrich your content: Use pictures, video, and graphics to create a visually appealing experience. Add inline fact boxes and summaries to enhance understanding and appeal to those who scan the page. Include social embeds and more. It's as easy as drag-and-drop or pasting in a link.
- ▶ Image workflow: Drag and drop images from your file system, image archive or any integrated image service. Use our built-in manual and semi-auto soft crop. The Writer backend manages your image workflow in the background.
- ▶ Work at the office, or wherever you are. The Creation Tools are web-based and work even with limited Internet connections.

Metadata powered

In an algorithm-based world, an article without metadata will never show up in the presentation layer. Make sure yours are seen. Naviga Writer contains a set of customizable metadata for content, including classification (categories) and entities (person, organization, location, events, products). The content meta can be set by the user or connected to an AI service. Easily set up the metadata you need for the publishing process, like news value, life span, channels, and options or switches for different purposes.



Open for development

Use our developer plugin framework to add new functions to the Writer environment. Digital Writer is an open environment where you can add 3rd party modules or write your own extensions. Content suppliers make their content available within Writer or deliver integration to their service. You can also add your own modules to fit specific needs. We work with developers from customers to hackathons to constantly improve our offerings.

About Naviga

Naviga is the leading provider of digital solutions supporting media, finance and corporate markets. Our content management, audience engagement, advertising management and content-as-a-service solutions help companies amplify their messages and generate profits. With headquarters in Bloomington, MN and regional offices throughout the world, Naviga is a trusted partner serving over 2,500 customers in 45 countries. For more information, please write to us at info@navigaglobal.com or visit www.navigaglobal.com.

