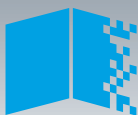# 4 OUT OF 5

## DOCTORS AGREE...

## The Source is the Solution to Your Content Problems

**PSV** PRISM
Source Vocabulary

An IDEAlliance Specification

- Too many DAMS? Not enough integration?

- Think implementing a DAM solution takes too long and costs too much?

- Finding it too expensive to publish in print + iPad, + Android + Kindle + Nook + …?

- Having to add staff? Are contractor hours on the rise?

- Can't easily move content across publication titles and types?

- Want to be a leader not a follower?

**PSV is the Right Prescription!**

Learn how integrating PSV into your production workflow creates efficiencies, lowers production costs, and provides new opportunities to monetize media assets.

**www.nextpub.org**

**"**
WE AT PUBLISHER'S PRESS BELIEVE THAT THE SOURCE IS THE SOLUTION AND ARE ACTIVELY IMPLEMENTING PRISM VOCABULARIES AT THE HEART OF OUR NEWEST CONTENT OFFERING, THE MAGAZINE CHANNEL.

**"**

DICK RYAN
Business Development Director, Publisher's Press

The PRISM® Source Vocabulary Specification (PSV) is a new family of specifications that define the foundation for a dynamic publishing architecture. PSV provides a framework to enable publishers to efficiently create, produce, and dynamically deliver content collections in print and across emerging tablet and mobile channels in ways not possible today.

PSV employs the widely-adopted PRISM metadata vocabularies to make individual content assets "smarter" and thereby easier to use in a multi-channel production environment.

"Publishers are recognizing the inefficiencies that come from redesigning their content for multiple platforms. Rather than starting first with a specific design, content tagged with PSV metadata can enable scalable workflows that can automatically aggregate, transform and deliver published works across a spectrum of devices and channels." Peter Meirs, Vice President Production Technologies, Time Inc., Chairman, IDEAlliance nextPub Working Group.

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