

Unlock history and capitalise on your assets

Why SOMA?

Many organisations maintain archives of hardcopy records that contain images and articles of significant commercial, historical and research value. Until now this valuable information has remained locked away in closed paper archives, as the cost of conversion to digital format has outweighed the income generated from the sale of the imaged copies.

Supporta Professional Services' Searchable Online Media Archives (SOMA), powered by Osprey, applies XML content classification technologies that enable historical images and article text to be extracted from the physical page and classified for onward delivery into multiple systems – particularly through the web.

This enables organisations to realise the value of the content of archived publications in a way that has not previously been possible.

For example, a historical political magazine may own a publication that includes a printed photograph of Winston Churchill – a unique image that has considerable value in its own right. The fact that it exists only in an archive publication reduces the ability of the IP owner of the photograph to sell and re-sell the image rights to other parties, as it is only available as a scanned image with all of the other content on the original page. Through our technology, we can convert the publication to digital format and then extract and separately index the image, so that the image can be stored and made available for onward sale to the media markets through existing image sale channels.

This content classification is also applied to articles, headings, authors etc. meaning that the valuable content of an archive can be unlocked and realised. The use of XML technology enables archival publications to be presented and sold through the same systems that are used for the presentation of new electronic publications. The addition of archival content drives revenues through subscriptions, research or increased web traffic.



Our Solution

Supporta Professional Services leading edge SOMA, powered by Osprey, is one of the most flexible end-to-end document conversion and digitisation solutions available. We can scan, digitise, protect and physically store historical documents, often dating back hundreds of years, working to the highest quality and customer care standards.

Basic Digitisation

The basic digitisation service provided by Supporta facilitates the full conversion to image format of hardcopy documents and alternative media formats such as film, fiche and aperture cards. Using the basic digitisation model, documents are converted to industry standard image formats (TIFF, JPEG, PDF, PDF-A etc.) and can be rendered with full text search capability or traditional image tags. If required, Supporta Professional Services can also provide a web enabled image repository system that can be hosted by either party.

Full XML Content Classification

Further value can be released through the full XML content classification service. Further to the basic digitisation process this service enables detailed content classification of the items on the individual page that has been scanned. The individually tagged items can subsequently be individually rendered into different formats and systems. It is this process that enables images or other items extracted from the page to be stored, marketed and managed as individual items.

SOMA is readily equipped to adapt to any industry standard schema, or to specially customised schema which will form the basis for the Classification taxonomy. For example we support the Industry Standard XML schema METS/ALTO, for maximum interoperability and extensibility.

A Safe and Secure Remote Storage Environment

Uniquely, Supporta Professional Services have superior, secure storage facilities to protect your original back catalogue off-site, during and after the conversion process.

We occupy ex-USAF aircraft hangars built to NATO standards as secure data archives, accredited to ISO 9001:2000, and using standards such as BS 5454 and ISO 11799 for operational guidelines. We are able to safely store any volume of documents. The hangars are constructed of concrete over a steel skeleton frame and are over one meter thick.

They are fire and flood proof and have no windows to let in natural light. The storage environment is carefully controlled as environmental data is monitored within the archives using

automatic temperature and humidity readers providing an hour by hour account of the inside environment 24 hours a day, seven days a week. The site is entered by authorised personnel only via manned security gates and each archive is fully alarmed with access controlled electronically by programmable key fobs.

Supporta Professional Services also offer on-site fire resistant storage solutions.

Roger Hussey, IT Manager, The Jewish Chronicle

'The Jewish Chronicle archives, 'soft launched' online, immediately, saw a substantial increase in site traffic. In the month after launch, site traffic peaked at 275% of normal volume (total March 2006 hits compared to total February 2006 hits), settling down by June 2006 to an on-going increase in site usage of about 30%.

The JC feel that the archive being available online has improved user experience, and assisted in driving significant volumes of traffic to the site and increasing subscription revenue. As the subscription model requires purchase of the newspaper in order to gain on-line access, this has also increased ABC figures'.



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Key Benefits of SOMA

SOMA releases the value of hardcopy archival content and makes this available through modern web technology to enhance website presence and generate revenues.

These are achieved through subscription, volume-based advertising or static media sales models.

Additionally organisations can:

- Ensure relevancy in the digital age by repurposing content for electronic access by new audiences and markets globally;
- Digitise content into reusable components that can be combined into new products to reach niche markets;
- Create a fully searchable electronic repository of historic materials to make available to interested markets;
- Search archives with complex search constructs and return results ranked by relevance in milliseconds;
- Enable granular search of the repository at the metadata, page, article, advert and photo level to accurately mine relevant information to support cost effective internal external research;
- Track and analyse who is reading documents (and sections within them) to enforce copyright management controls and marketing information;
- Save expensive, precious space by storing original paper archive off-site.





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