



Innovations in time. Innovations for you.

INFOSTROY

Information Systems Technologies Research Outsourcing for You

Publishing and Media

*Areas of Expertise: Communications,
Multimedia & Data Transfer,
Manufacture, Business & E-Commerce*

For over a century now the mankind has been printing books, newspapers, magazines, and for the last few decades Internet and television have extremely moved forward. Modern media, due to new innovative information technologies, obtained new and unique possibilities to create and transmit information to end users. To a large extent, all modern media capabilities are based on innovative solutions in the field of information technology and software. Our company has accumulated substantial experience in creating systems to manage publishing houses, applications to deliver multimedia content to users, systems to create multimedia clips to show them on schedule in cable networks, at exhibitions, on big screens in public places. Our systems provide powerful means to managing publishing houses, broadcasting organizations in the cable television companies and advertising agencies. Our success in the development of these systems is based on deep knowledge and experience in developing multimedia systems and enterprise management systems. Companies that use our solutions were able to significantly improve their business through the use of effective systems developed in our company.



**New Technologies In
Publishing and Media**

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Projects examples:

- MessageNow
- ERP for Publishing House
- CRM for Publishing House
- Internet Radio Streaming Server
- RSS Podcast Server
- Media Portals

MessageNow

This system allows designing multimedia presentations and arranging their demonstration according to a specific schedule. Such systems are widely used in cable TV companies, in advertisement design companies, by exhibition and conference managers and other companies, which need to design and demonstrate multimedia clips in automatic mode.

Our systems have a wide functionality for editing video sequence, voice recording and editing and adding animation effects; they support special effects for image and objects animation, and also various video formats including .flv, .avi, .asf, .wmv, .mpeg along with audio formats .wav and .mp3. This system uses our own SDK for saving SWF files to deliver multimedia content through network or to demonstrate on wide screens in public areas.

ERP for publishing house

The developed system can automate all processes for preparing and managing advertisement newspapers along with accounting, clients/edition/departments/distribution and carriers management, pages layout designer with export into Adobe InDesign and Corel Ventura formats, designer for creating advertisements blocks, web site management features, etc.

CRM for publishing house

One of our leading software solutions includes a sophisticated, fully integrated system for publishing houses. For this application we have developed a highly focused automated system, combining the functionality of both CRM and ERP into one package. It enables the complete automation of the whole workflow within a publishing house, including preparation of reprints and full integration into the accounting system "1C Accounting".

Internet Radio streaming server

This server allows end users to listen their favorite Internet radio stations in their phone through the RTP protocol. This server syndicates several radio stations into a single repository where the user then can listen to a retransmission of the radio station. This server supports retransmission of any formats of Internet Radio stations over RTP.

RSS Podcast server

This solution is based on the RTP and Windows Media streaming servers which enables streaming RSS podcasts requested by the end users over the RTP protocol and through the Windows Media Streaming protocol. Both the RSS text can be streamed as voice as well as RSS podcasts.

Media Portals

Nowadays, it's impossible to imagine a web site that requires content update, without a content management system. Our specialists are capable of developing our own systems as well as using Our experience allows us developing Web applications of any level of complexity. Our systems provide structured models of web sites which allow users to make any changes in content without alteration of the web site code. DotNetNuke system in the development process.

We have extensive experience in the development of different systems for delivering multimedia content to users. Using modern technologies in this area as well as PHP, Java, ASP.NET, MS SQL Server, MySQL and PostgreSQL databases, we have developed such systems as Video on Demand, Video Blogging, E-learning & Messaging systems.

Technologies

IDE	MS Visual Studio 2005/2008
Programming Languages	C#, XML
Databases	MS SQL Server®, PostGres®
Operating Systems	Windows OS family