



BurrellesLuce News Express Finds CVISION Compression Delivers Savings in Transmission Time

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The Express media monitoring service of BurrellesLuce starts with a sophisticated search system of print and online media. In the form of scanned pages, those results go to seasoned editors who filter unnecessary information from the product that is finally transmitted to clients.

The human touch is critical to the accuracy and usefulness of the final product to Express clients. Keeping the Express service running on an accelerated schedule means the process has to be streamlined for speed. That’s no small task, according to BurrellesLuce CIO Jeff Gubbins.

According to Gubbins, scanners pick up the newspapers as early as possible in 32 remote locations. The papers are scanned and sent into the BurrellesLuce facility, edited and sent on to the



client. The goal for the Express service is to have client files available to them as early as 7:00 a.m., so saving time in the process is important.

“We use **CVISION** compression technology to handle full page newspaper scans in our remote locations. Once we transport those files, we decompress with CVISION and put the files into

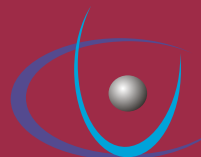
the Express service for our clients,” Gubbins said.

“Basically, a raw scan of a newspaper page is 25 MB. The scanning software that we use brings it down to 5.5 MB. CVISION takes that file to about 1.3 MB,” Gubbins added. “Because we’re transporting those files over DSL or cable modem from many of our remote scanning locations, that final compression step CVISION gives us saves a lot of time.

“We’re using a modified product, and we find that CVISION is very responsive to the specific technical issues we face. Time is of the essence in our Express service, and CVISION compression saves time in transmission.”

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