

Pongrass CMS

Web Content Management made easy.

Now your Pongrass Database can be extended to allow publishing to the Web and Internet enabled handheld devices. Pongrass CMS extends the capabilities of Version 6 Editorial, Ad Booking, Ad Production and media management while retaining the unified single database that made Version 6 such a success.

Seamless Web Publishing

The Pongrass Newspaper database has been extended to allow seamless publishing to the Internet. Pongrass CMS customers will have access to new versions of News Editor, Ad Booking, Ad Tracking and Ad Rating to support Internet publishing. New copy flow features make it easy to get your content to any web enabled device.

Industry Standard

Pongrass CMS uses WordPress as the web publishing platform. WordPress is now the most popular platform for blogging and is the emerging news publishing standard.

Your site can be located in-house or remotely hosted using the standard, low cost and highly resilient LAMP platform (Linux, Apache, MySQL and PHP).

Integration with the Pongrass Version 6 database makes use of our new WordPress Connector. The Connector actively synchronises the Newspaper Database to WordPress. Setup is fast, and with the supplied WordPress themes and Widgets, your site can be up and running in days.

Dynamic page elements

WordPress Widgets are an industry standard and provide dynamic content to the Pongrass CMS system. Included are Widgets for ad placement, ad and story rotators, user login, letters to the editor, weather, stock-ticker, classified advertising, etc. Special requirements can be quoted and provided by Pongrass or developed in-house.



Pongrass CMS Mobile

Pongrass CMS

Features

- Pongrass CMS content is a part of the unified Version 6 database
- Multi Channel distribution of existing content
- WordPress and LAMP (Linux, Apache, MySQL, PHP) hosting for Web publishing
- Pongrass WordPress connector for seamless transition to Web publishing
- Search Engine Optimisation built in
- In-house Ads resistant to Ad Blockers
- Supports Computer browsers, tablets and smart phones

High Visibility

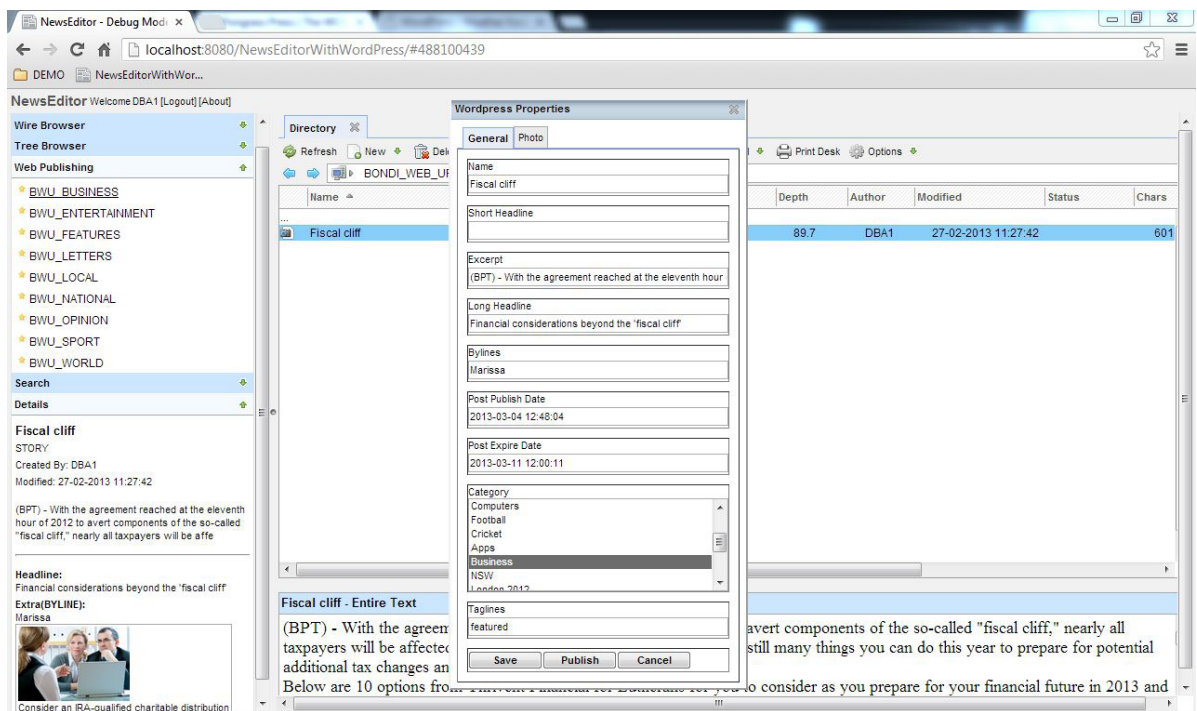
Search Engine Optimisation is built in. Canonical Story URL's, automatic keyword generation, optimised page structure and Google XML updates ensure high ranking with search engine crawlers. In-house ads resist ad blockers. Increased visibility and high search engine ranking benefit both you and your advertisers.

Extend your Advertising

With Pongrass Ad Booking web extensions, you have the tools to offer new media to your advertisers using the extended Version 6 booking screen. All you have to do is add multi-media advertising to your rate card. Ad production for new media types is tracked and controlled by Juggler.

Multi-Channel Publishing

The Pongrass database has been enhanced for publishing to various channels such as WWW, tablets, smart phones and of course printed media. Re-use of information and accurate tracking of media used calls for a targeted database design. Dynamic format conversion, scaling and compression and an adherence to standards ensure performance and bandwidth savings for supported device types.



Pongrass News Editor with WordPress Integration

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