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Innovative Ansätze beim Cross Media Publishing - ein Überblick

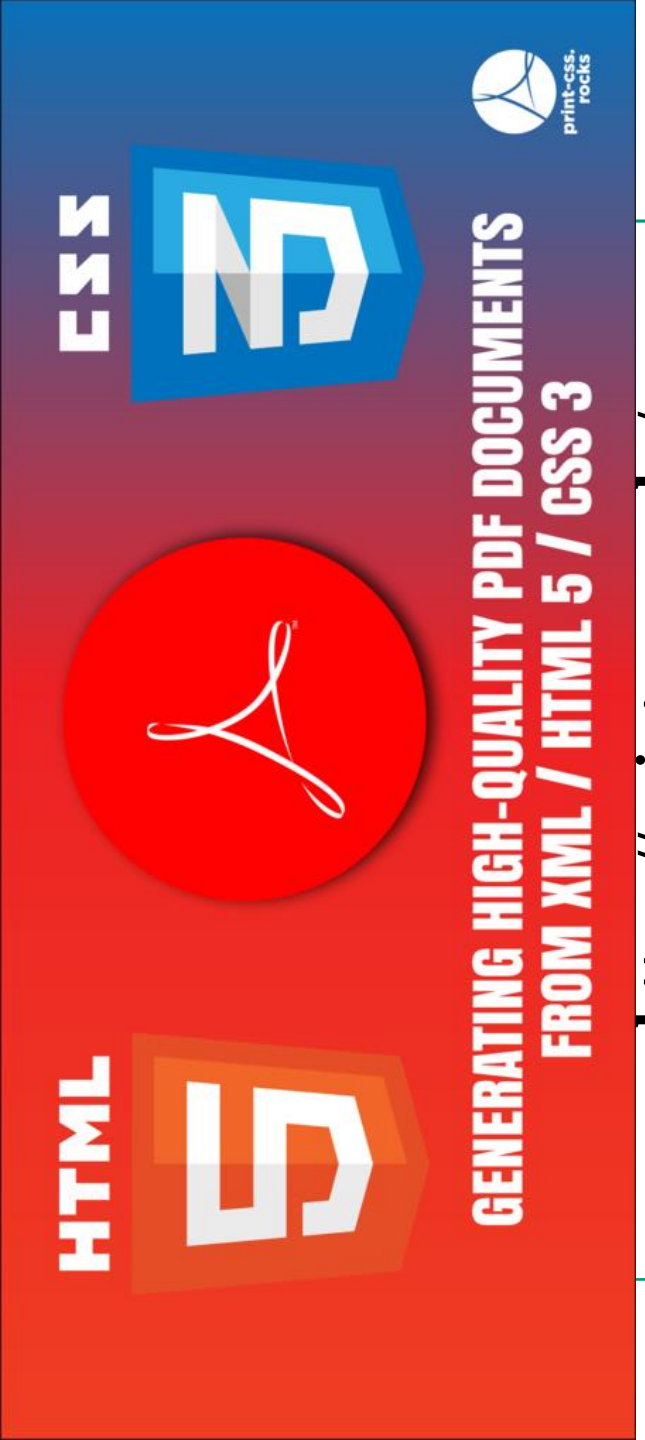
21. CrossMediaForum

Xpublisher crossmedia communication
SITEFUSION made for publishers
C.H.Beck.Media.Solutions Ein Bereich der Druckerei C.H. Beck
smashDOCS
publish ONE
DaTeX GERD BLUMENSTEIN
doctronic
SHI SEARCH ANALYTICS BIG DATA
MarkStein Software

10 Trends beim CrossMediaPublishing

1. PrintCSS
2. Keep it as simple and lean as possible
3. Contentstrukturierung für Geschäftsmodelle, nicht für die reine Lehre
4. Konfigurieren statt programmieren
5. Process2Applikation – oder: Modellieren statt integrieren
6. „User friendly“ sollte für alle Anwendungen gelten
7. KI Unterstützung: Texterstellung
8. KI Unterstützung: Multimedialität
9. KI Unterstützung: Qualitätssicherung
10. Voice UI

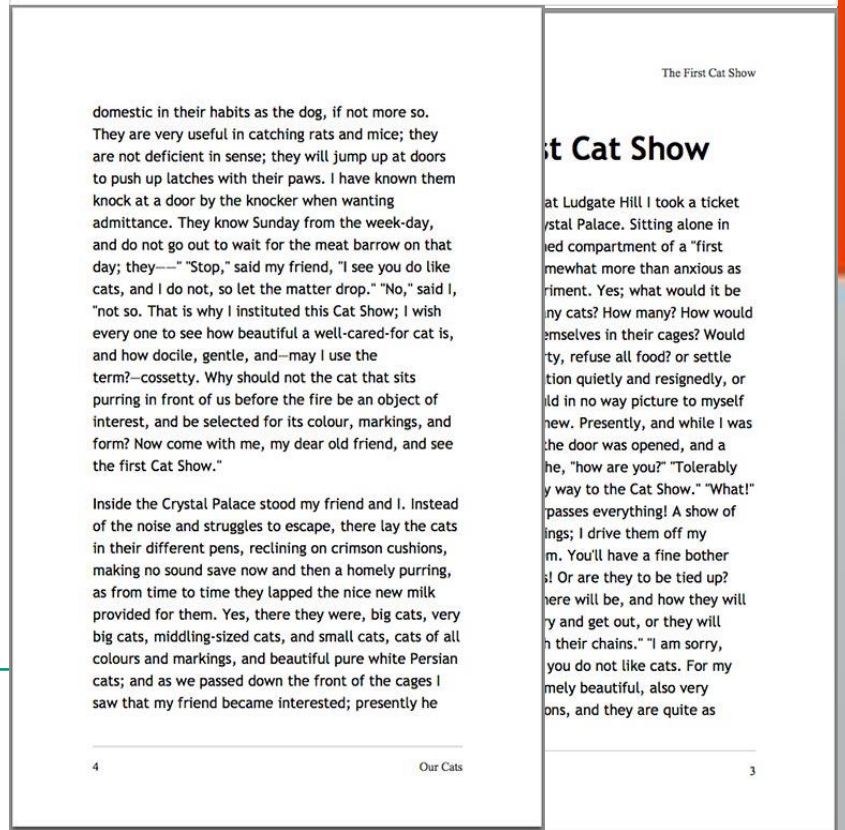
These 1: PrintCSS et al.



https://print-css.rocks/

Table 1 Page-Margin Box Definitions

Box	Description	Placement
top-left-corner	a fixed-size box defined by the intersection of the top and left margins of the page box	
top-left	a variable-width box filling the top page margin between the top-left-corner and top-center page-margin boxes	
top-center	a variable-width box centered horizontally between the page's left and right border edges and filling the page top margin between the top-left and top-right page-margin boxes	
top-right	a variable-width box filling the top page margin between the top-center and top-right-corner page-margin boxes	
top-right-corner	a fixed-size box defined by the intersection of the top and right margins of the page box	
left-top	a variable-height box filling the left page margin between the top-left-corner and left-middle page-margin boxes	
left-middle	a variable-height box centered vertically between the page's top and bottom border edges and filling the left page margin between the left-top and left-bottom page-margin boxes	
left-bottom	a variable-height box filling the left page margin between the left-middle and bottom-left-corner page-margin boxes	
right-top	a variable-height box filling the right page margin between the top-right-corner and right-middle page-margin boxes	
right-middle	a variable-height box centered vertically between the page's top and bottom border edges and filling the right page margin between the right-top and right-bottom page-margin boxes	
right-bottom	a variable-height box filling the right page margin between the right-middle and bottom-right-corner page-margin boxes	
bottom-left-corner	a fixed-size box defined by the intersection of the bottom and left margins of the page box	
bottom-left	a variable-width box filling the bottom page margin between the bottom-left-corner and bottom-center page-margin boxes	
bottom-center	a variable-width box centered horizontally between the page's left and right border edges and filling the bottom page margin between the bottom-left and bottom-right page-margin boxes	
bottom-right	a variable-width box filling the bottom page margin between the bottom-center and bottom-right-corner page-margin boxes	
bottom-right-corner	a fixed-size box defined by the intersection of the bottom and right margins of the page box	



domestic in their habits as the dog, if not more so. They are very useful in catching rats and mice; they are not deficient in sense; they will jump up at doors to push up latches with their paws. I have known them knock at a door by the knocker when wanting admittance. They know Sunday from the week-day, and do not go out to wait for the meat barrow on that day; they—–" "Stop," said my friend, "I see you do like cats, and I do not, so let the matter drop." "No," said I, "not so. That is why I instituted this Cat Show; I wish every one to see how beautiful a well-cared-for cat is, and how docile, gentle, and—may I use the term?—cossetty. Why should not the cat that sits purring in front of us before the fire be an object of interest, and be selected for its colour, markings, and form? Now come with me, my dear old friend, and see the first Cat Show."

Inside the Crystal Palace stood my friend and I. Instead of the noise and struggles to escape, there lay the cats in their different pens, reclining on crimson cushions, making no sound save now and then a homely purring, as from time to time they lapped the nice new milk provided for them. Yes, there they were, big cats, very big cats, middling-sized cats, and small cats, cats of all colours and markings, and beautiful pure white Persian cats; and as we passed down the front of the cages I saw that my friend became interested; presently he

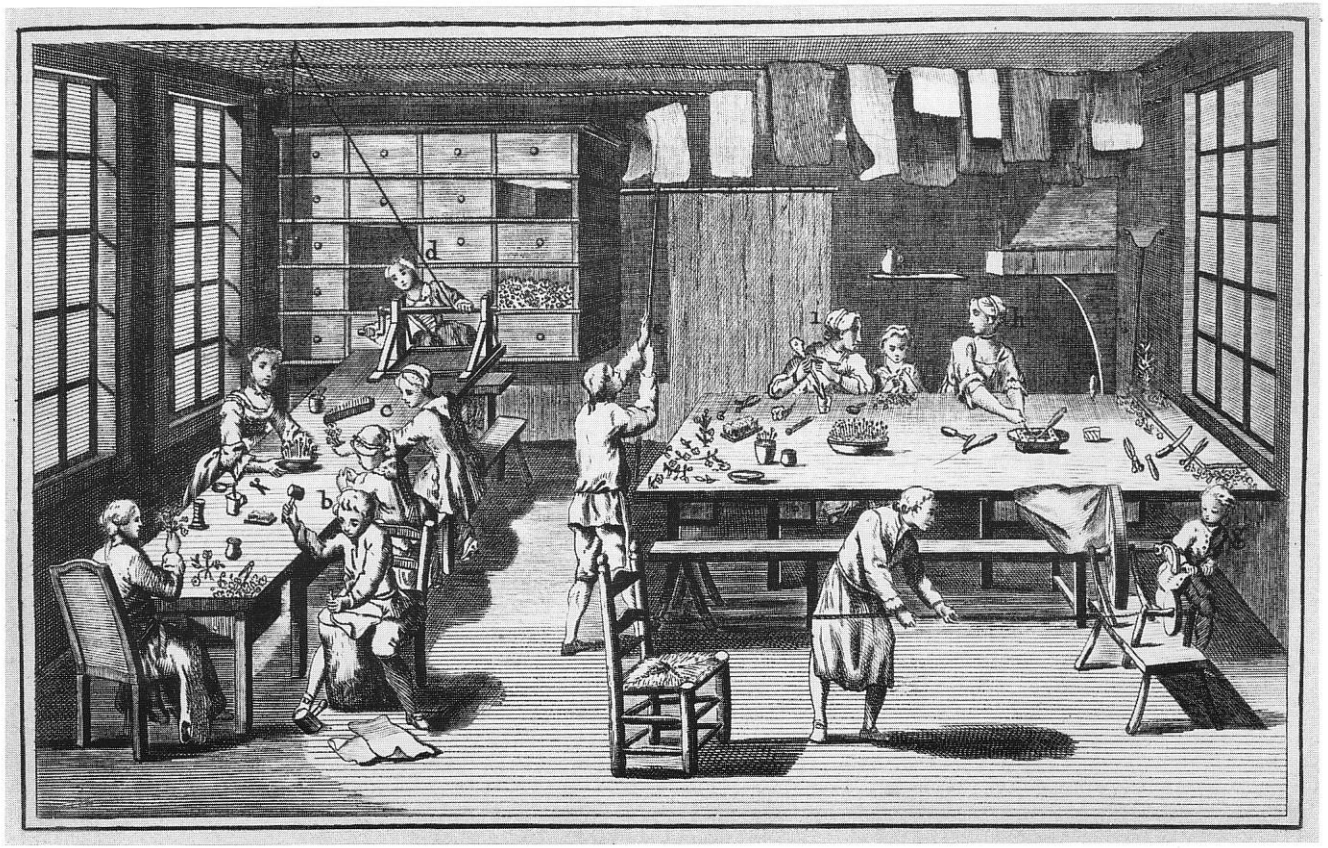
4 Our Cats

The First Cat Show

st Cat Show

at Ludgate Hill I took a ticket
ystal Palace. Sitting alone in
ied compartment of a "first
mewhat more than anxious as
riment. Yes; what would it be
ny cats? How many? How would
emselves in their cages? Would
ty, refuse all food? or settle
tion quietly and resignedly, or
ld in no way picture to myself
new. Presently, and while I was
the door was opened, and a
he, "how are you?" "Tolerably
y way to the Cat Show." "What!"
passes everything! A show of
ings; I drive them off my
m. You'll have a fine bother
s! Or are they to be tied up?
here will be, and how they will
y and get out, or they will
h their chains." "I am sorry,
you do not like cats. For my
mely beautiful, also very
ons, and they are quite as

3



CUSTOM
SWISS
MADE
WATCHES
Mass Customization (MC)
„Der Konsument weiß selbst am besten was er will"
mymuesli
custom-mixed cereals
chocrí
meine Schokolade
Alexander Lohf, Andreas Michael Schulz, Jannes Köhler, Dennis Möller

These 2: Keep it as simple and lean as possible

- Unsere Branche besteht aus Individualisten. Industrialisierung ist scheinbar der Tod der Kreativität – oder: Jeder Verlag ist anders, jedes Werk, jedes Geschäftsmodell, jeder Produktionsprozess…
- Diese Denke hat dazu geführt, dass mit crossmedialen Methoden (= strukturierte Daten, modellierte Workflows, CMS-Einsatz) Manufakturstrukturen abgebildet wurden (und werden):
  - Komplexe XML-Strukturen, die jede denkbare Variante berücksichtigen und sich von Standards entfernen
  - Workflows, die bestehende Prozesse abbilden
  - Print First statt Content first
- Standards verwenden und aufräumen macht Spaß und ist Wellness-Urlaub für Ihre Strukturen!
- Zum Beispiel statt XML HTML 5.

These 3: Contentstrukturierung für Geschäftsmodelle, nicht für die reine Lehre

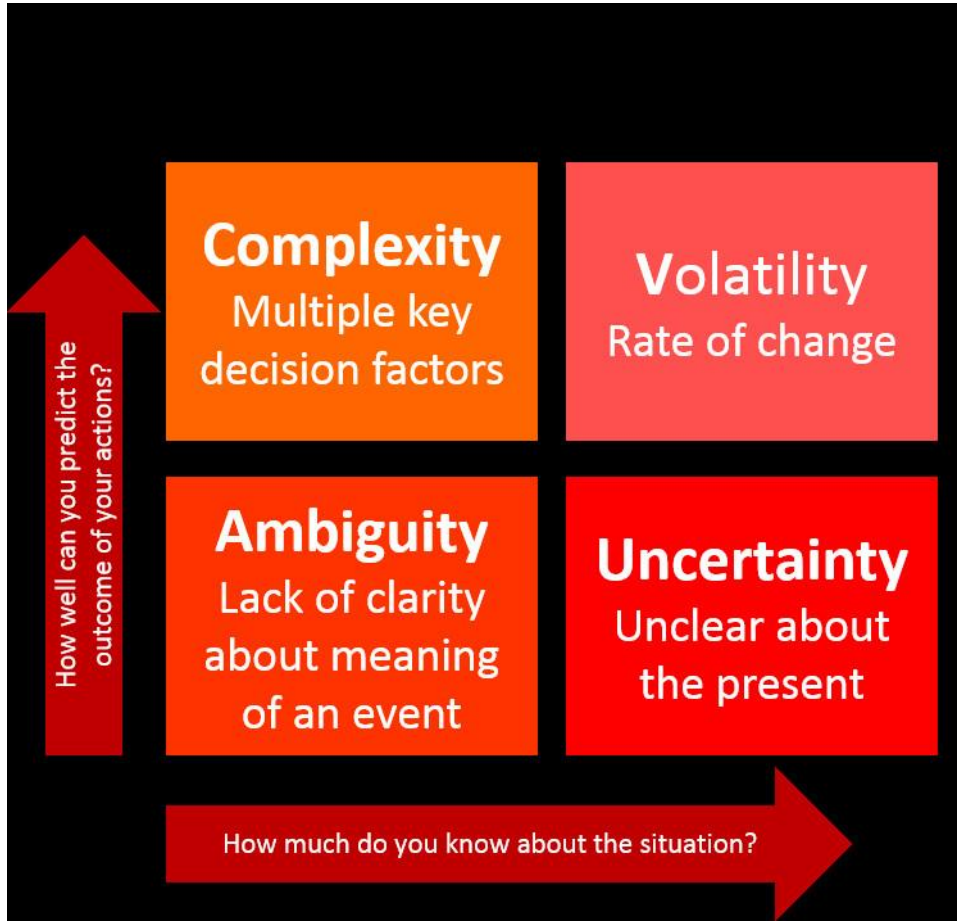
- Was ist die kleinste Medieneinheit, die ich sinnvoll erkennen kann?
- ➢ Die Frage ist richtig, führt aber in manchen Verlagen dazu, dass auf zu oft auf „Atomebene“ strukturiert wird.
- ✓ Die besseren Fragen lauten:
  1. Was ist die kleinste Medieneinheit, aus der ich Geschäftsmodelle entwickeln kann?
  2. Wenn die Inhalte vermeindlich unstrukturierbar sind: Welche Strukturelemente benötige ich und welche nicht?
  3. Wo liegen die Grenzen der „Medienneutralität“?
- Hier sollte ein konsequenter und pragmatischer Weg gewählt werden.

Programmiert Du noch? Oder arbeitest Du schon?

These 4: Konfigurieren statt programmieren

- Wer ein Redaktionssystem nutzen will, muss ein klassisches Softwareprojekt durchführen…
- …das viele Ressourcen bindet und nicht immer den gewünschten Erfolg bringt.
- Standardisierte und cloudbasierte Softwaretools weisen den Weg:
  - Out-of-the-Box sind die zentralen Funktionailtäten bereits vorhanden.
  - Es wird konfiguriert, nicht programmiert, weil der Kernnutzen der Anwendung bereits die zentralen Geschäftsmodelle des Anwenders abbildet.
  - Verschiedene Anwendungen können flexibel per API integriert (und auch wieder ausgetauscht) werden.
- Das Modell lässt sich auch auf die Verlagsbranche übertragen, wie die Beispiele Compendio und WoltersKluwer zeigen.

Eine VUCA-Welt braucht eine flexible Infratsuktur

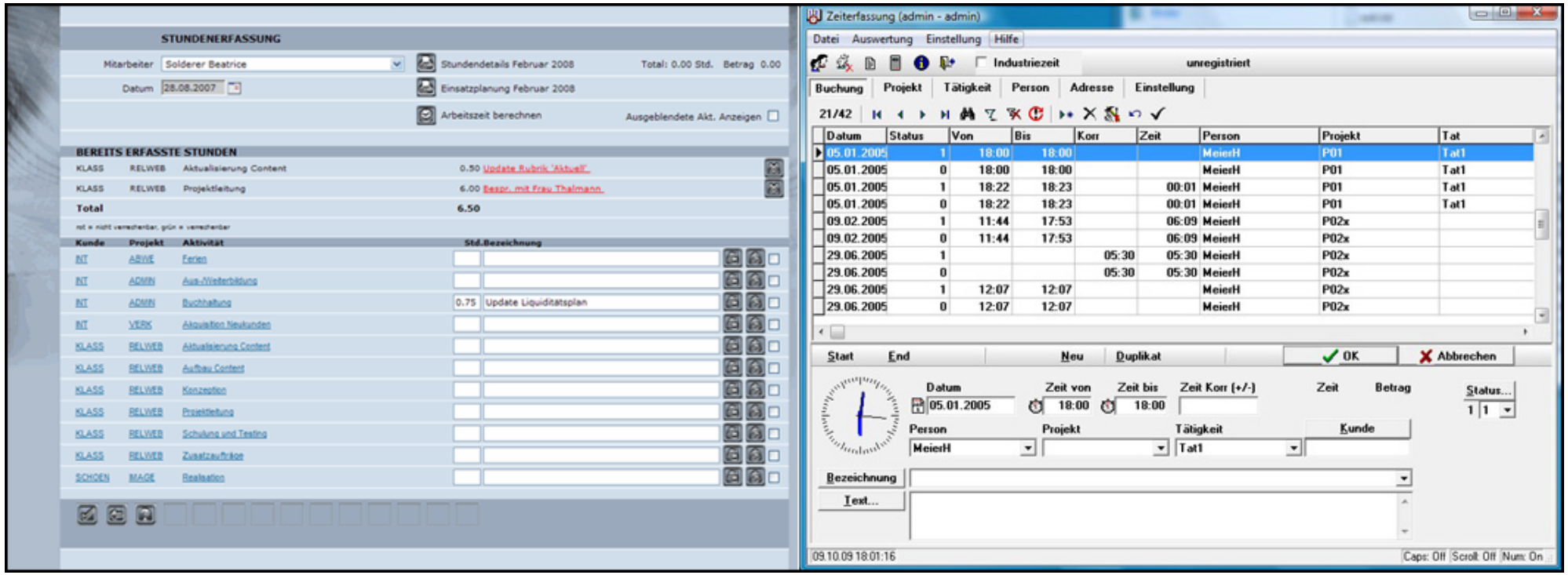


https://www.linkedin.com/pulse/masters-vuca-universe-tony-loyd

These 5: Process2Applikation – oder: Modellieren statt integrieren

- In einer VUCA-Zeit wird eine flexible und schnell veränderbare IT-Infrastruktur benötigt.
- Im Mittelpunkt dieser Infrastruktur sollten nicht mehr hart verdrahtete Softwareapplikationen stehen, sondern eine Workflow-Engine, mit der ich schnell neue Abläufe umsetzen kann…
- ….und der sich die integrierten Softwareapplikationen möglichst ohne Zusatzaufwand anpassen.
- Die Frage an Ihre CMS-Infrastrutkur sollte also lauten: Wie schnell und mit welchem Aufwand kann ich Änderungen vornehmen?

These 6: „User friendly“ sollte für alle Anwendungen gelten

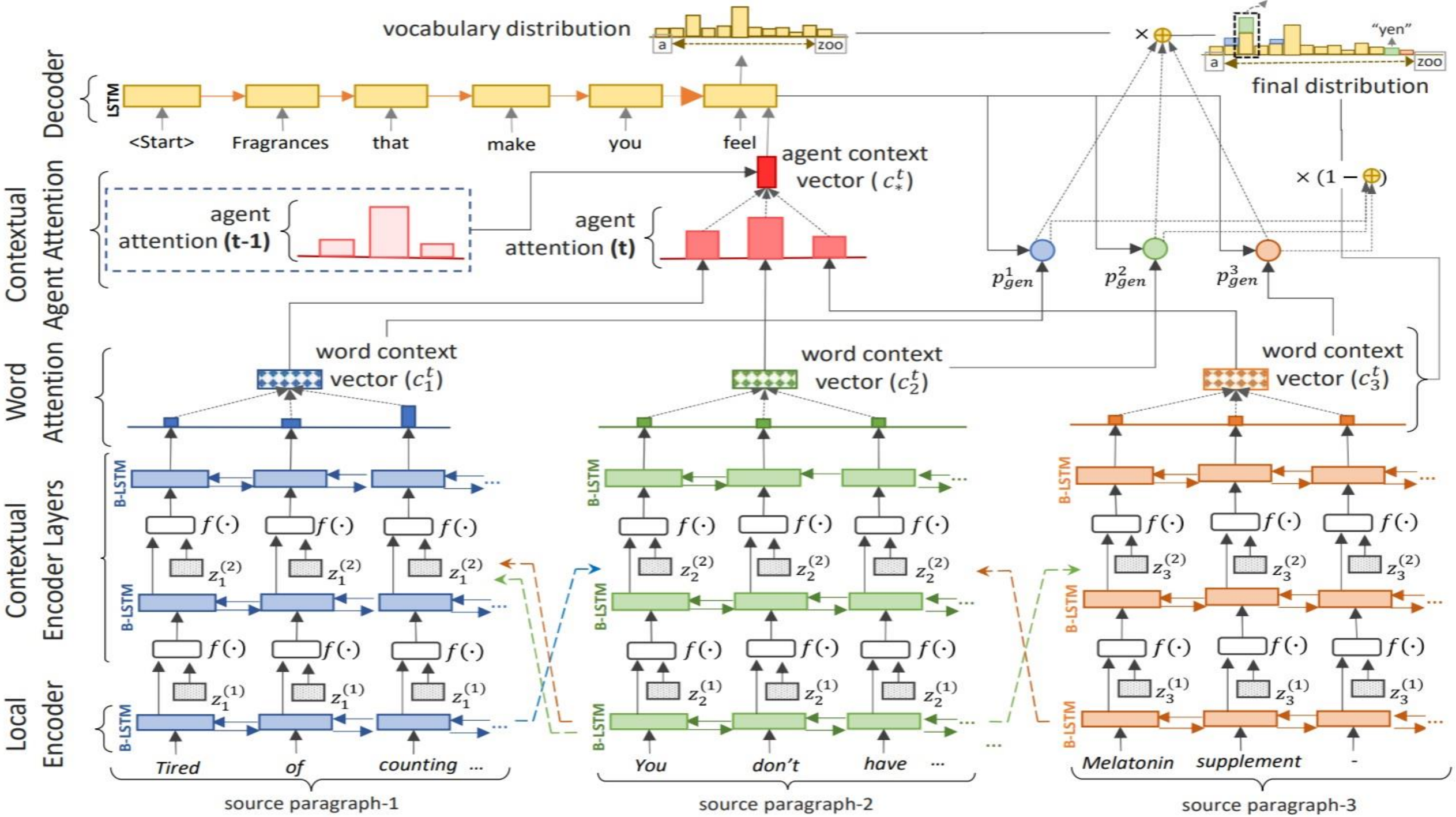


https://www.mocoapp.com/blog/81-schlechte-tools-sind-wie-ein-schlechtes-gehalt

Consumerisation: UX ist Voraussetzung für den Erfolg

- Auch bei CMS-Projekten gilt: Die Usability ist ein zentraler Erfolgsfaktor, dem auch Mitarbeiter sind „User“.
- Das gilt natürlich erst recht für digitale Produkte. Hier haben vor allem juristische Fachverlage sich zu lange darauf verlassen, dass eine „Windows Explorer“-Experience mit Themenbäumen nach dem „Must-have“-Prinzip in Behörden und Anwaltskanzleien akzeptiert werden.
- Aber wir alle sind auch Privatpersonen und werden dort auf Apps mit einer genial einfachen UX konditioniert. **Consumerisation** rules – oder: Es gibt keine B2B-UX, sondern nur nutzerfreundliche oder nutzerunfreundliche.

THESE 7: KI UNTERSTÜTZUNG BEI DER ERSTELLUNG VON TEXTEN

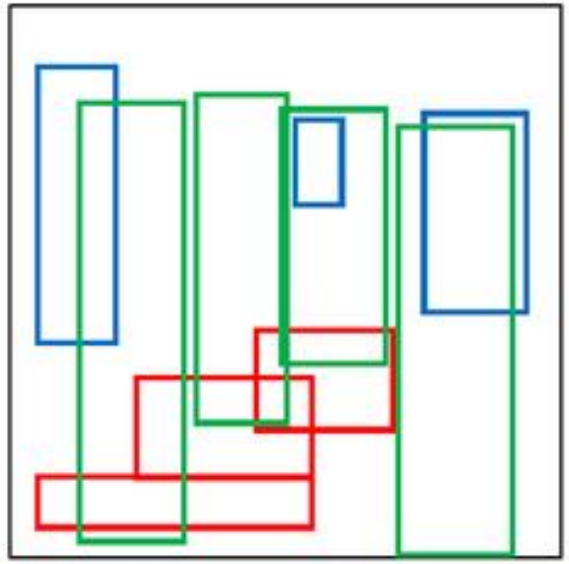

vocabulary distribution
a
zoo
"yen"
final distribution
Decoder
LSTM
<Start>
Fragrances
that
make
you
feel
agent context vector (c_*^t)
Contextual Agent Attention
agent attention (t-1)
agent attention (t)
p_{gen}^1
p_{gen}^2
p_{gen}^3
Word Attention
word context vector (c_1^t)
word context vector (c_2^t)
word context vector (c_3^t)
Contextual Encoder Layers
B-LSTM
$f(\cdot)$
$z_1^{(2)}$
$z_2^{(2)}$
$z_3^{(2)}$
$z_1^{(1)}$
$z_2^{(1)}$
$z_3^{(1)}$
Local Encoder
Tired
of
counting ...
You
don't
have ...
Melatonin
supplement
-
source paragraph-1
source paragraph-2
source paragraph-3

THESE 8: KI UNTERSTÜTZUNG IN DER MULTIMEDIALITÄT

Input sentence

A group of skiers are together as they are ready to ski.

Box generation



Shape generation

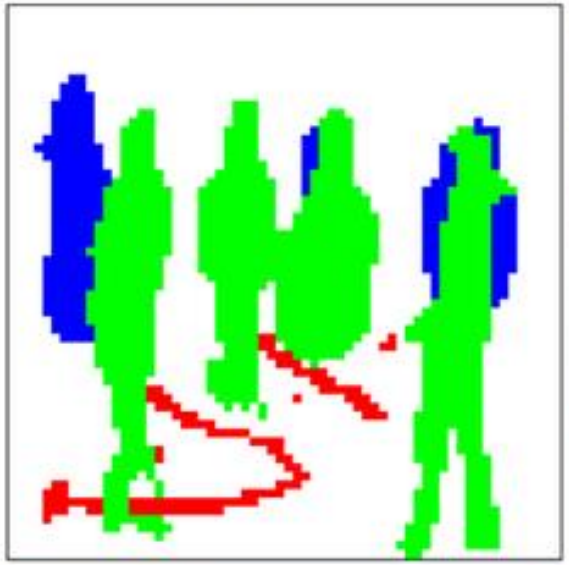
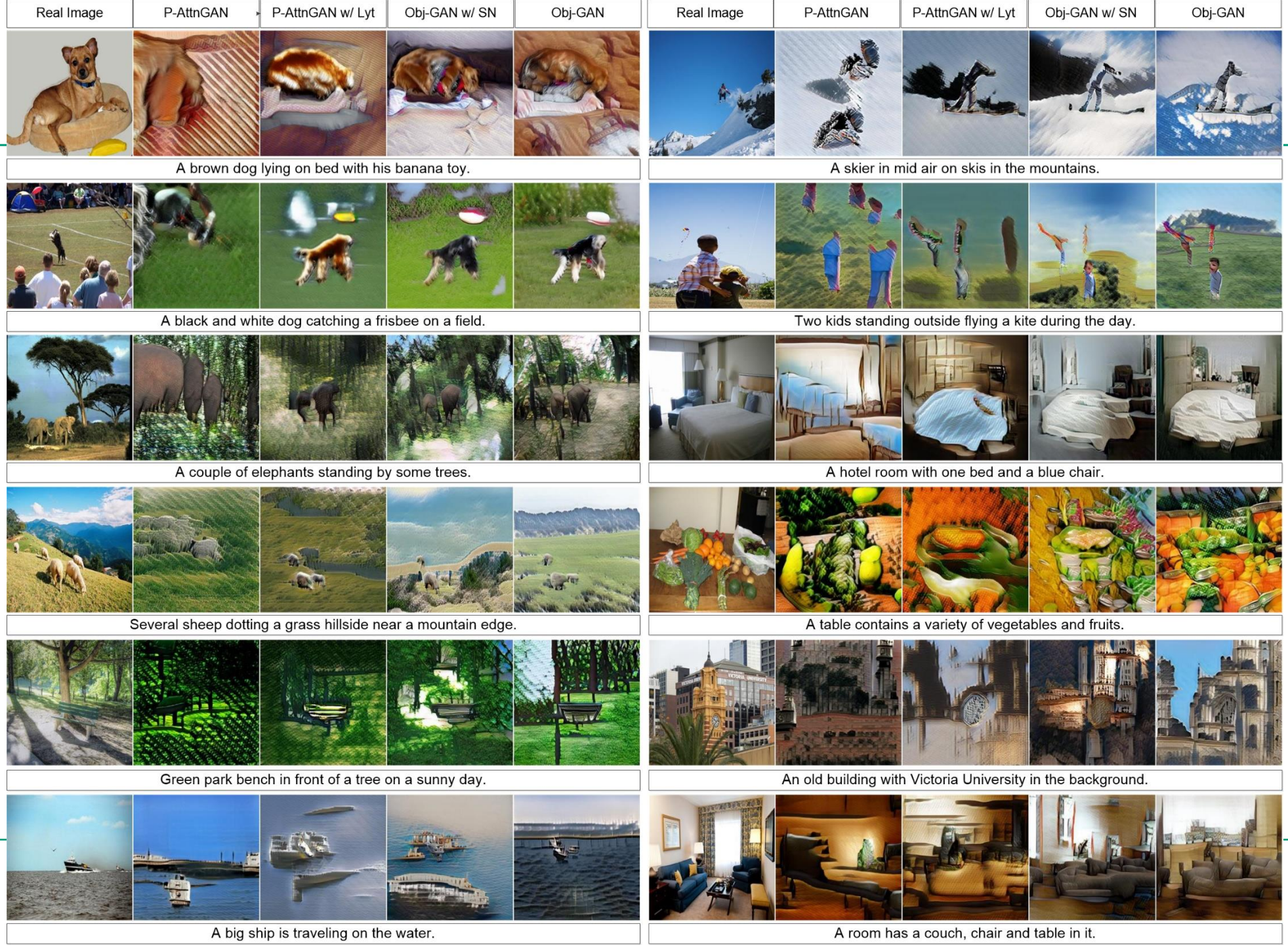
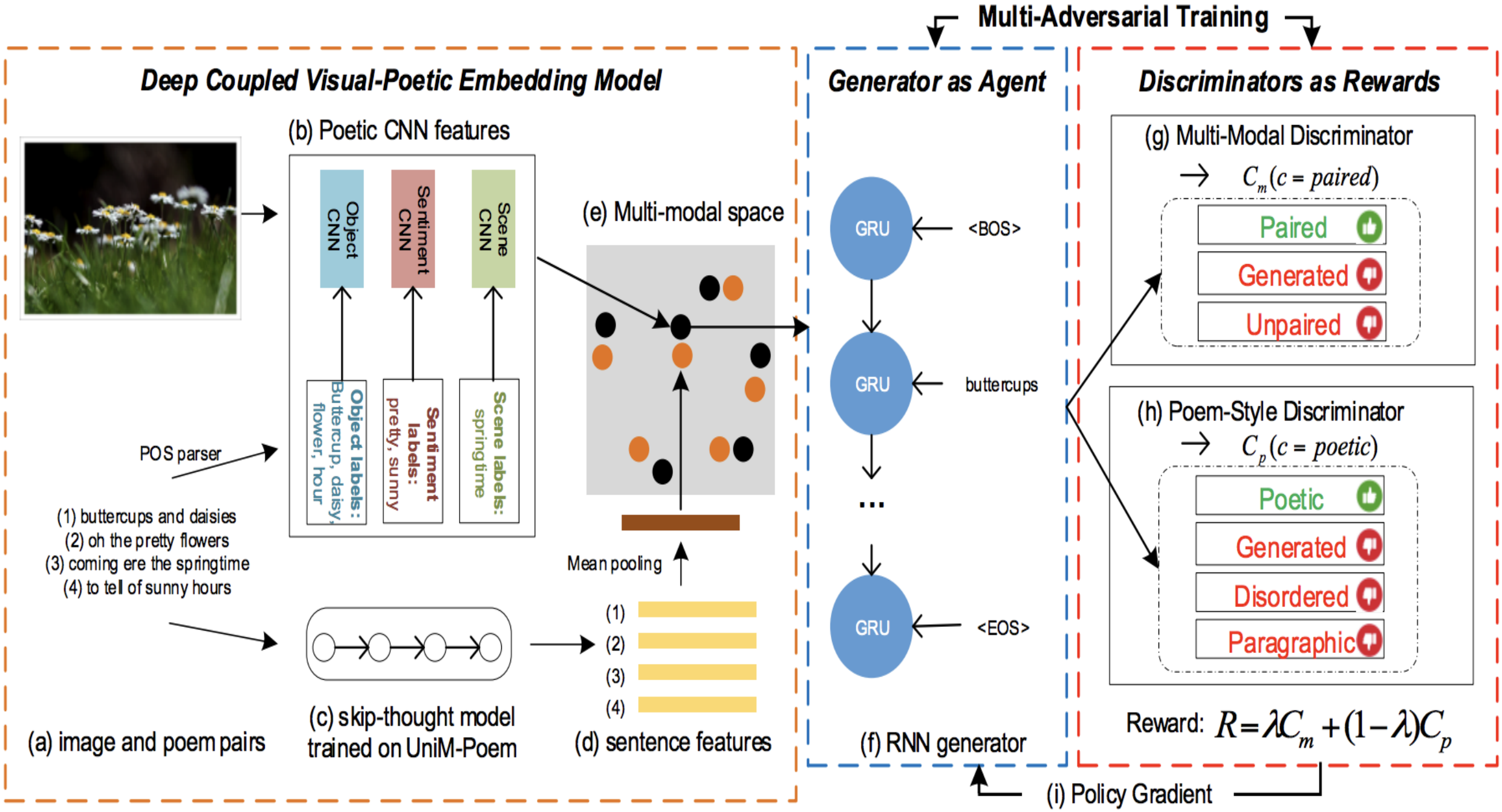


Image generation

person | backpack | ski


Real Image
P-AttnGAN
P-AttnGAN w/ Lyt
Obj-GAN w/ SN
Obj-GAN
A brown dog lying on bed with his banana toy.
A black and white dog catching a frisbee on a field.
A couple of elephants standing by some trees.
Several sheep dotting a grass hillside near a mountain edge.
Green park bench in front of a tree on a sunny day.
A big ship is traveling on the water.
Real Image
P-AttnGAN
P-AttnGAN w/ Lyt
Obj-GAN w/ SN
Obj-GAN
A skier in mid air on skis in the mountains.
Two kids standing outside flying a kite during the day.
A hotel room with one bed and a blue chair.
A table contains a variety of vegetables and fruits.
An old building with Victoria University in the background.
A room has a couch, chair and table in it.



https://raw.githubusercontent.com/researchmm/img2poem/master/img/framework.png

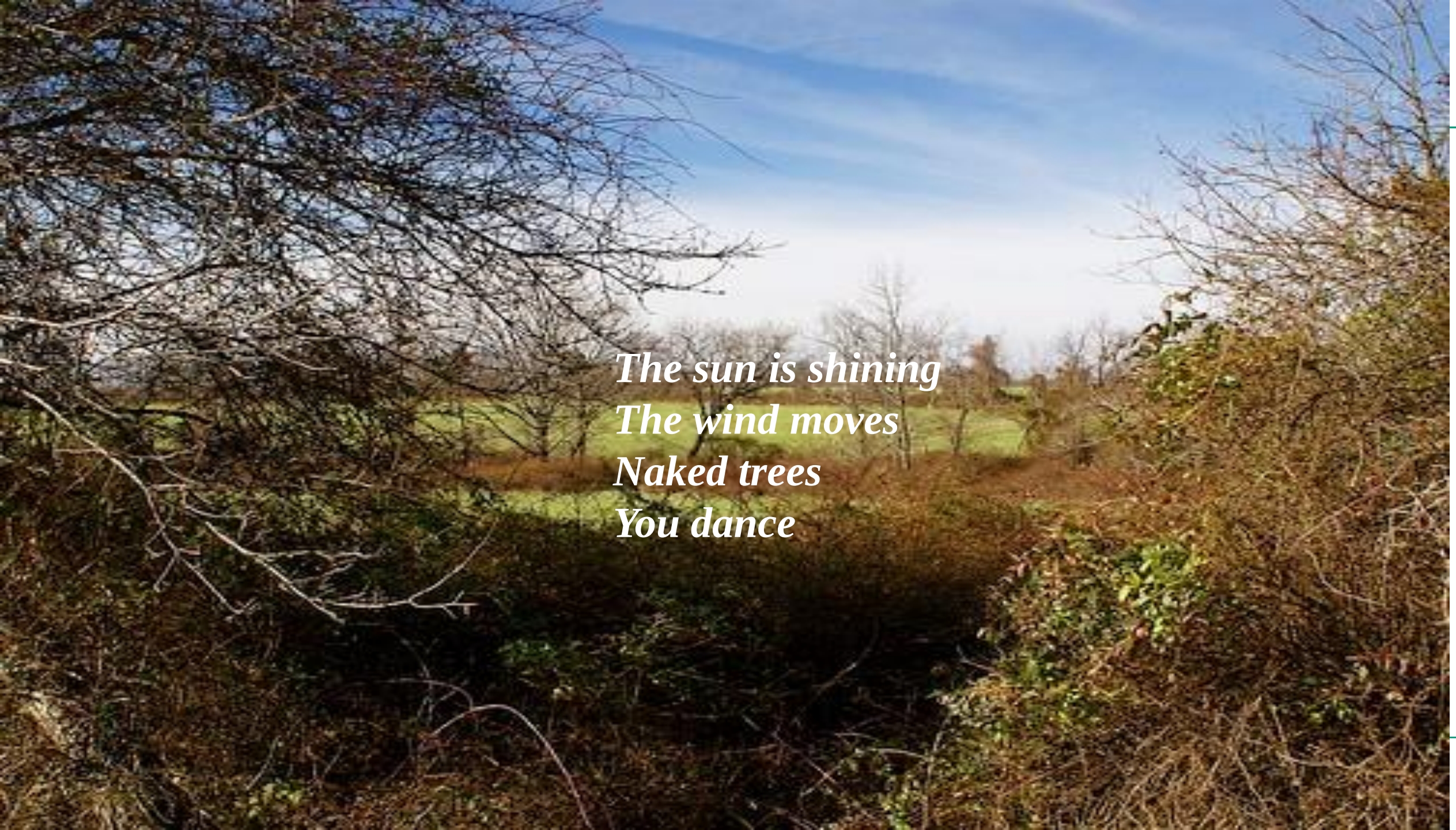
Description:

A falcon is eating during sunset.
The falcon is standing on earth.

Poem:

Like a falcon by the night
Hunting as the black knight
Waiting to take over the fight
With all of its mind and might

The difference between a human-written description and poem, based on the same image. Instead of describing the image factually, a poem tends to perceive a deeper meaning and poetic symbols from objects – knight from falcon, hunting and fight versus eating, and so on.



https://www.microsoft.com/en-us/research/blog/the-poet-in-the-machine-auto-generation-of-poetry-directly-from-images-through-multi-adversarial-training-and-a-little-inspiration/

THESE 9: KI UNTERSTÜTZUNG IN DER QUALITÄTSSICHERUNG

21 / 42 checks passed

VIEW FULL FEEDBACK

- You will need to complete a reporting checklist !
- Your abstract must use the correct subheadings !
- Did you receive ethical approval for this study? !
- Have you included tables in this file? !
- Have you included a legend for table 1? !
- Have you included Kendall et al 2005 in your reference list? !
- There are 15 other things you should double-check 15

Heterogeneous properties of central lateral and parafascicular thalamic synapses in the mouse striatum

T. Ellender, J. Harwood*, P. Kossilo*, P. Bolam

* contributed equally.

Anatomical Neuropharmacology Unit

Keywords: thalamus, striatum, intralaminar, parafascicular, central lateral

Abbreviated title: Properties of thalamic afferents of MSNs

Corresponding author :

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Anatomical Neuropharmacology Unit, University of Oxford

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Abstract

To understand the principles of operation of the striatum it is critical to elucidate the properties of

Ethics

Did you receive ethical approval for this study?

Have you said which Ethical Review Board gave you ethical approval?

Risk of Bias

Have you described how samples were allocated to experimental groups?
If randomisation was not used you should explain why this was not possible or was not appropriate.

Have you explained whether investigators were blinded to group allocation during the experiment and/or analysis?
If blinding was not performed you should explain why it was not possible or was not appropriate.

Have you explained how you determined your sample size?
If a sample size calculation was not performed, you should explain why it was not possible or was not appropriate.

Have you described any a priori inclusion/exclusion criteria?
You should also explain why any data was excluded from the analysis.

patch-clamp recordings of neurochemically identified MSNs with optical activation of these specific thalamic inputs enabled us to identify the properties of the two types of thalamic synapse, as well as electrically activated cortical synapse in the adult mouse striatum. We conclude that thalamostriatal synapses with striatal principal neurons show a hitherto unknown heterogeneity which suggests that they subserve different roles in striatal computation.

Methods and Materials

Animals. All experiments were carried out on transgenic mouse lines which were bred and housed in accordance with the Animals (Scientific Procedures Act) and the Society of Neuroscience policy on the use of animals in neuroscience research. Recordings were carried out on CAMKII-cre mice which express cre recombinase in all CAMKII expressing neurons and were obtained from Jackson laboratory and kept as a homozygous breeding line.

Viral transfection. Adeno associated virus serotype 2 (AAV2) carrying fusion genes for ChR2 / ChETA and YFP were injected into thalamus of CAMKII-cre mice between postnatal day 14 and 21. Either the rostral intralaminar nuclei (mostly CL) or caudal intralaminar nuclei (mostly Pf) were targeted. Typical coordinates from Bregma for rostral intralaminar nuclei injections were lateral, 0.6 mm; posterior, 1.4 mm; and 3.1 mm depth from surface of brain. Typical coordinates from Bregma for caudal intralaminar nuclei injections were lateral, 0.7 mm; posterior, 2.4 mm; and 3.5 mm depth from surface of brain. Viral DNA included the double-floxed sequence for ChR2 (H

Powered by penelope.ai

15 When reporting exact p-values, it is recommended that three decimal places of precision are used (e.g., p = 0.047). This is the case even for statistically non-significant p-values (p = 0.435). Please ensure that all p-values are reported with this level of precision.

16 A post-hoc power calculation is introduced to the reader. Sometimes, a power calculation is conducted after a study is completed to inform future investigators of the sample size required to have sufficient power in future studies. While this can be informative, authors should be careful to avoid the calculation of "observed power" of their current study. Observed power is based on dubious assumptions, only reflect the observed p value of the comparison, and should be avoided (for a complete discussion of this issue see: Hoening & Heisey, 2001: The

12 Please report the software that was used to conduct the statistical analyses.

More Information About This Issue

It is important to report the software that was used to conduct the analyses. The goal for the description of the plan of analysis is to allow replication of the results. Because different software packages possess different algorithms that may impact the results, reporting the software is an important aspect of the study's methods.

Examples

Example 1: "The analyses were conducted using SPSS 23.0 (IBM, Inc)".
Example 2: The statistical analyses were conducted using R 3.1.1 (R Core Team, Vienna, Austria)".

Additional Resources

For a list of common statistical software packages:
https://en.wikipedia.org/wiki/List*of*statistical_packages

10 Please report the nature of the hypothesis testing (e.g., two-tailed testing is used by convention).

More Information About This Issue

The nature of the proposed hypothesis and corresponding statistical test dictates whether directional (one-tailed) or nondirectional (two-tailed) significance tests are conducted. In essence, the researcher is able to allocate statistical power to detect differences in one direction (eg, response to treatment A > placebo) or in two directions (eg, response to treatment A ≠ placebo; either > or < than placebo). Two-sided tests are used for the vast majority of hypothesis testing, so unless a good reason exists to use a one-sided test, it is recommended that two-sided testing be used.

Examples

Example 1: "Two-sided hypothesis testing was used".
Example 2: "A two-sided test of significance was use with p < 0.05".

Additional Resources

13 To assist your readers in interpreting the data in the results and/or tables, it is helpful to define the measures of variability (SD, IQR) that will be used to describe the data.

More Information About This Issue

Descriptive statistics proivde a summary of the data in a sample. Generally, there are two types of descriptive statistics that should be reported, central tendency (e.g., mean, median, mode) and variability (standard deviation [SD], variance). In the statistical methods section, authors should clearly define how they will report descriptive statistics throughout the manuscript. There are many different ways that descrptive statistics can be reported. However, it is recommended that authors report their data using either mean (SD), median [25th, 75th], and frequency count (%). By clearly defining how these values will be displayed, the values can be presented in the results section (and any tables) with little chance for misinterpretation.

Examples

Example 1: "The data are presented using mean (SD) and frequency counts (%)".
Example 2: "Because the data were highly skewed, the data are presented using median [25th, 75th percentile]".

THESE 10: VOICE IST DAS UI DER ZUKUNFT

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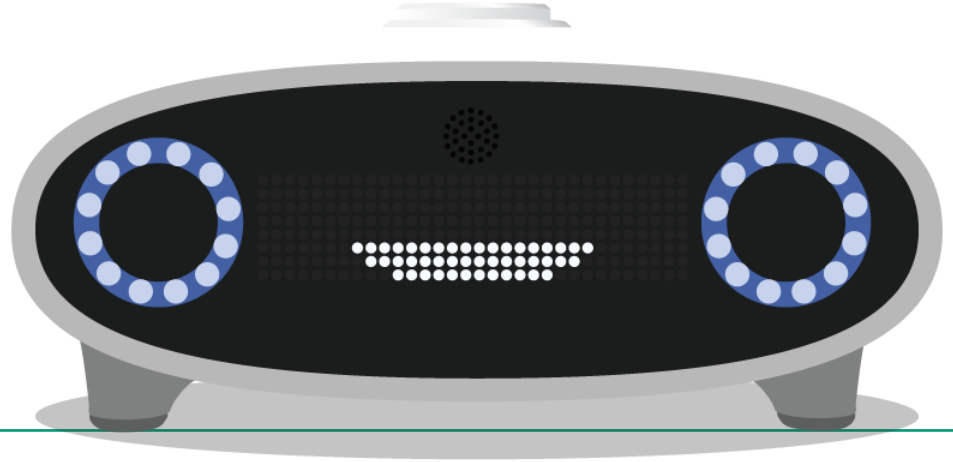

Vielen Dank für Ihre Aufmerksamkeit!

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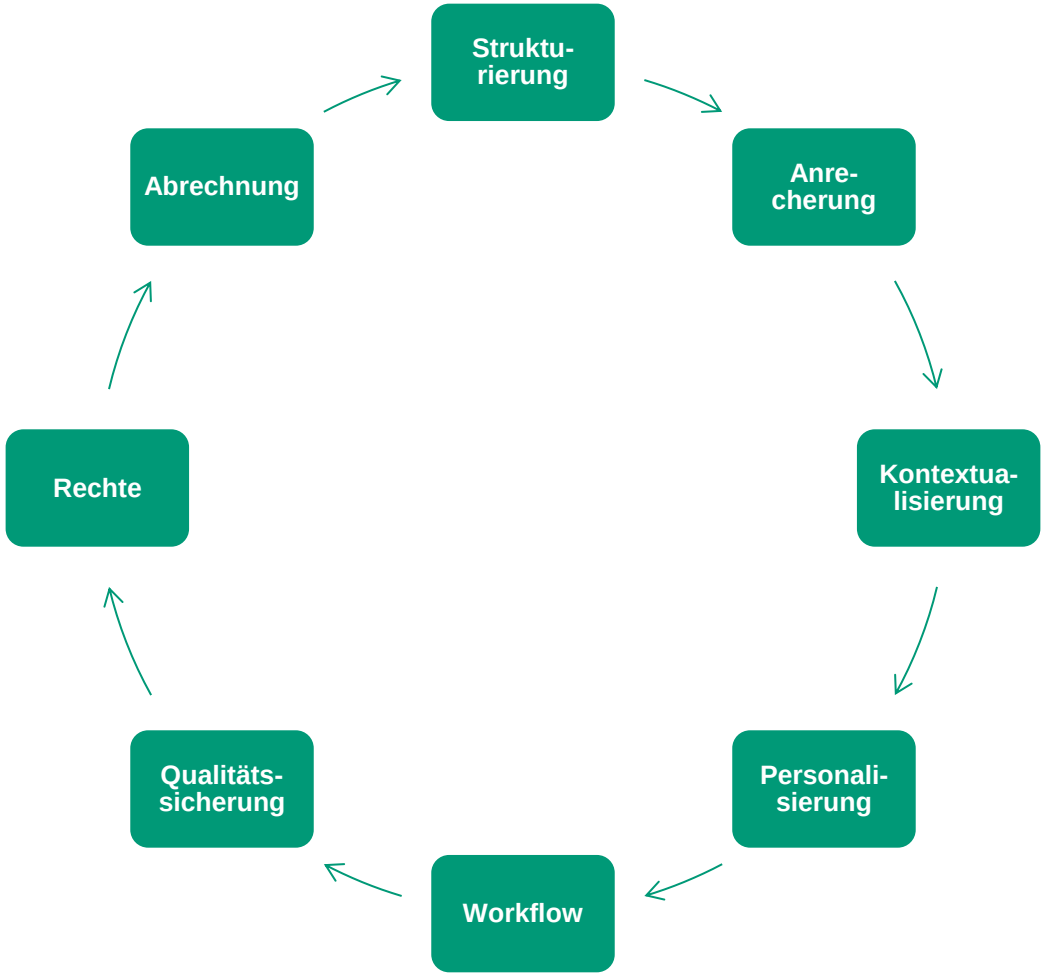
Content Suply Chain

Trends und Kundenbedürfnisse erkennen → Kuratieren → Erstellen → Anreichern und Aufbereiten → Produkte erstellen → Publizieren → Vermarkten

Interne Bausteine