

Media Organization Enjoys Benefits of OCR, Compression, Conversion

Business Challenge

Argus der Presse AG faced file size challenges with its color press-clip pages, which were 300 KB and too large for many of their customers to receive. Their files were formatted in JPEG and took time to locate information because it was not text searchable.

Solution

Argus der Presse AG licensed CVISION’s PdfCompressor to convert their files to PDF, reduce the size of their files, and perform OCR to provide text searchability.

Results

Using compression from CVISION’s PdfCompressor, Argus der Presse AG was able to convert their files to PDF format, as well as reduce the size of their color press-clip pages from 300 KB to 130 KB. The OCR functionality allowed the company and clients to instantly search through any file. CVISION’s PdfCompressor improved the distribution and accessibility of Argus der Presse AG’s files.

Objective	Benefits Achieved
<ul style="list-style-type: none"> ▶ Reduce file size for easier transmission. 	<ul style="list-style-type: none"> ✔ Color-based files were compressed from 300 KB to 130 KB so that they could be easily sent to customers without high bandwidth Internet access.
<ul style="list-style-type: none"> ▶ Convert all color JPEGs to PDFs. 	<ul style="list-style-type: none"> ✔ PdfCompressor converted all JPEGs into universally formatted, platform-independent PDFs.SharePoint. output files.
<ul style="list-style-type: none"> ▶ Enable reliable text search through files. 	<ul style="list-style-type: none"> ✔ Company and clients were able to fully search through all files and locate information instantly without reading.