

Gravity Press Clipping™

A02 Gravity in Media Monitoring Services

What it is

Gravity Press Clipping™ is a new generation application for gathering, monitoring and analyzing media data for the needs of research, advertising and public relations. It creates a super layer over different data sources and editing and managing applications to allow the user to handle all their data in one place and in the same way regardless of the source, location and file type.

Why it is better

Gravity Press Clipping™ gathers articles, files, messages and statistics from different and then indexes and represent them in a uniform way, allowing the user to handle everything on one screen. It introduces a new graphic organization that provides searching and sorting by several criteria at once on the same screen, graphic representation of level of relevance and comfortable handling of very large amounts of data and very complex results on one screen. Results are grouped and sorted by the user's criteria and can be managed in the application or in other programs in batches as well as individually. Advanced data analysis and report generating tools are easy to use even in combination. Import and export capabilities allow for collaboration both with other users of the application and across systems.

What it does

1. Integrates all your data from all your sources

- **Articles** - from web pages and RSS feeds, automatic updates of monitored feeds and sites
- **Web pages** – crawls, extracts, analyses and indexes content, media, links, fields and metatags
- **Email messages** – from public and corporate providers. Extracts email content, attachments and contact information.
- **Files** – from local, network and cloud drives and emails
- **Data from social and professional networks** – publications, shared profile information and networks
- **Statistics from social networks and web resources** – likes, view, followers, interactions, etc.
- **Internet search results** – from web search engines and site specific searches
- **Data from files**

2. Searches, sorts and groups all your data in a natural way

- **Simultaneous handling of all data types from all sources**

- **Uniform handling** – of articles and files regardless of the file format, source and location.
- **Easy handling of large amounts of data**
- **Simultaneous sorting by several criteria**
- **Three ways to search** – by keyword, by example, by classification
- **Refining search criteria at any time**
- **Adding and removing files at any time**

3. Manages your data and files in a natural way

- **Group management**
- **Drag and drop operations**
- **Internal viewing and editing**
- **Open in another program**
- **Tagging** – internal and system
- **Publishing and sharing content**
- **Sharing results and reports**

4. Analyses and processes data

- **Full text search and frequency of keywords in articles** – for comparison of relevance, suggesting additional criteria and/or marker for finding similar or connected texts.
- **Search term propositions based on similarities and differences**
- **Detection of potentially relevant sources**
- **Advanced data analysis for big data** – Event Horizons, Timeline, cross table analysis, mathematical and statistical calculations.
- **Analysis of relevant user behavior**
- **Combined use of tools**

5. Generates data reports and presentations

- **Timeline presentations**
- **CSV, XLS, PDF, HTML reports**
- **Export and import capabilities**

6. Provides collaboration in a natural way

- **Sharing clippings between divisions**
- **Sharing with the client**
- **Simultaneous access of several contributors to the same workspace**
- **Sharing results and workspaces with importable spreadsheet files**
- **Data access secured by certified systems**

1. GATHERS ALL YOUR DATA FROM ALL YOUR SOURCES
 The tool currently used Provides collaboration in a natural way in the most

2. SEARCHES, SORTS AND GROUPS DATA IN A NATURAL WAY

The Search Bar
 The tool currently used in the most common search engines

The workSPACE
 The field where all operations with data files are performed

The Predefined Classifications Gives an option to browse through predefined classifications in different ways

The Feed Panel
 Contains internal Gravity database feeds with objects and external dynamic feeds

The Landing Zone
 For entering data by hand or via a link or file

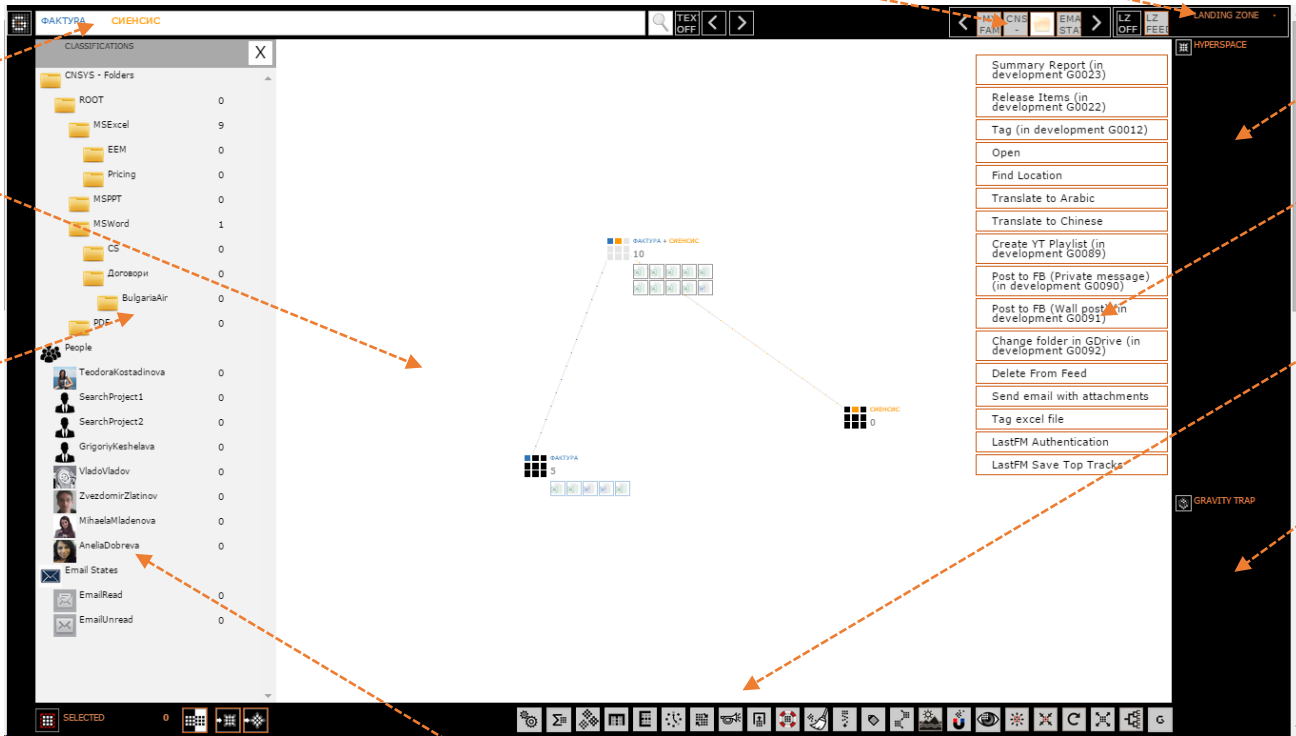
3. MANAGES ALL YOUR DATA AND FILES IN A NATURAL

The Hyperspace
 A field designated to operate with objects from different

The Hyperspace Operations

The Application Control
 A variety of operations and actions with the grouping points and objects in the workSPACE

The Gravity Trap
 A field where the user can place any objects that are not currently needed in the



Frequency analysis

The Event Horizons

The Control Panel
 Displays information about an object, a feed, a grouping

List reports

Standardized export/import files

Multuser environment
 Displays information about an object, a feed, a grouping

4. ANALYZES AND PROCESSES DATA

5. GENERATES DATA REPORTS AND PRESENTATIONS

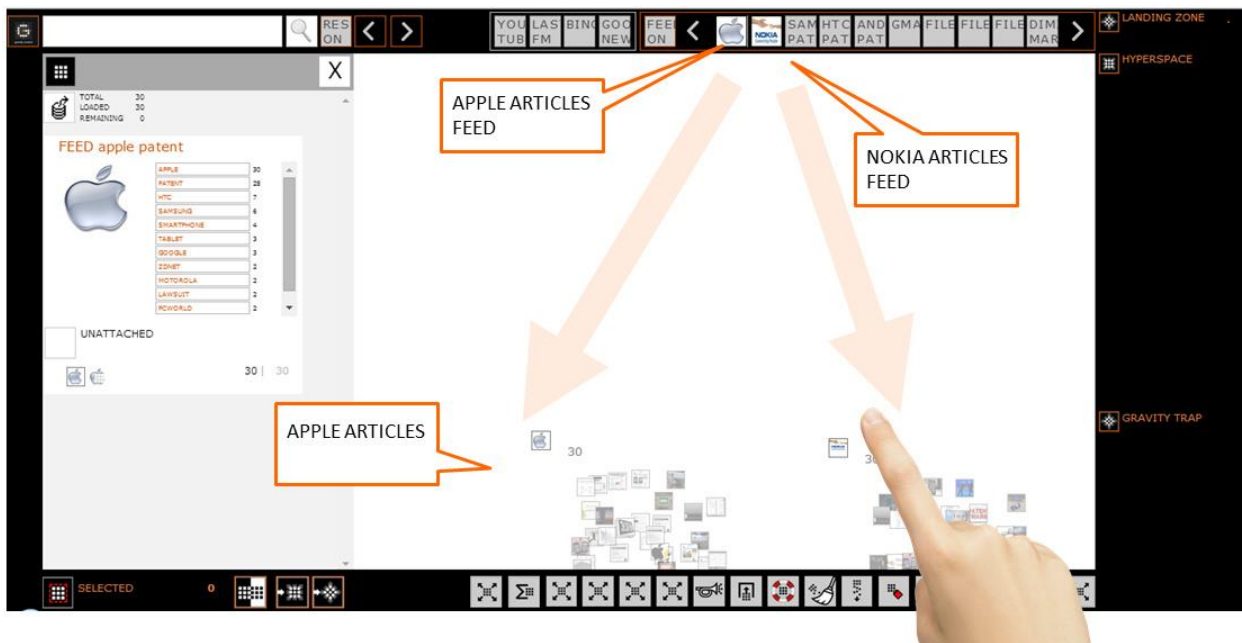
6. PROVIDES COLLABORATION IN A NATURAL WAY

How it works – A practical example

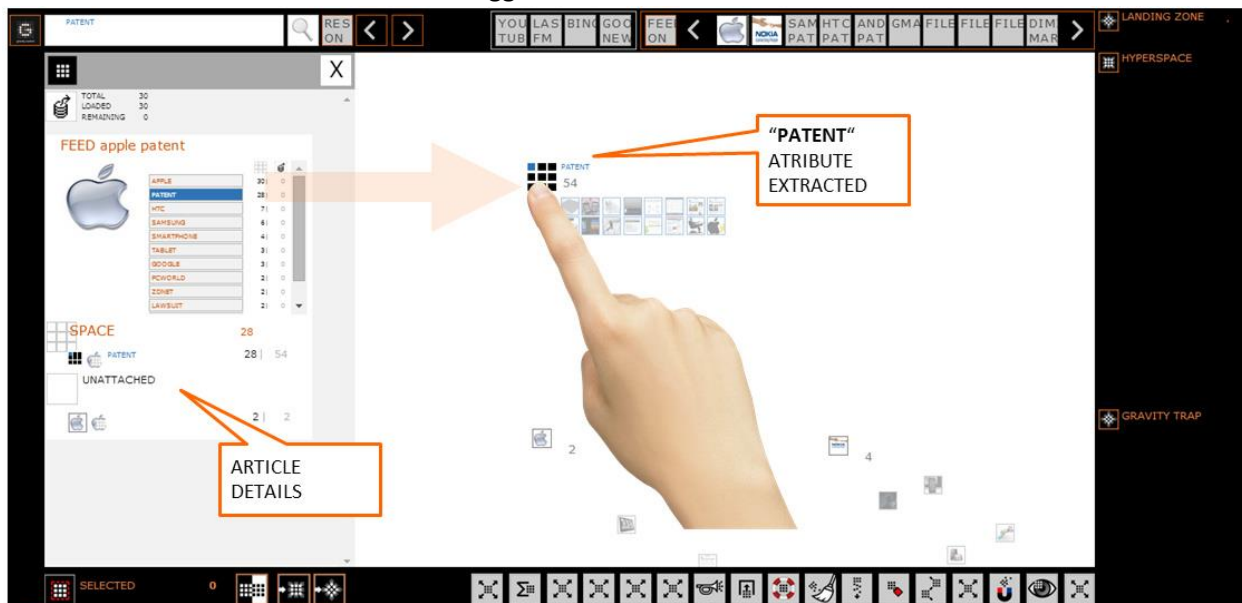
Working with Gravity Control™ comes naturally to users as it is based on the way we handle palpable objects and at the same time preserves the most widely used software conventions. Below you give an example of the basic functions and ways to work with data.

Starting with the data

For starters, create some chaos in the workspace by loading feeds onto it. In this case – articles for APPLE and NOKIA.

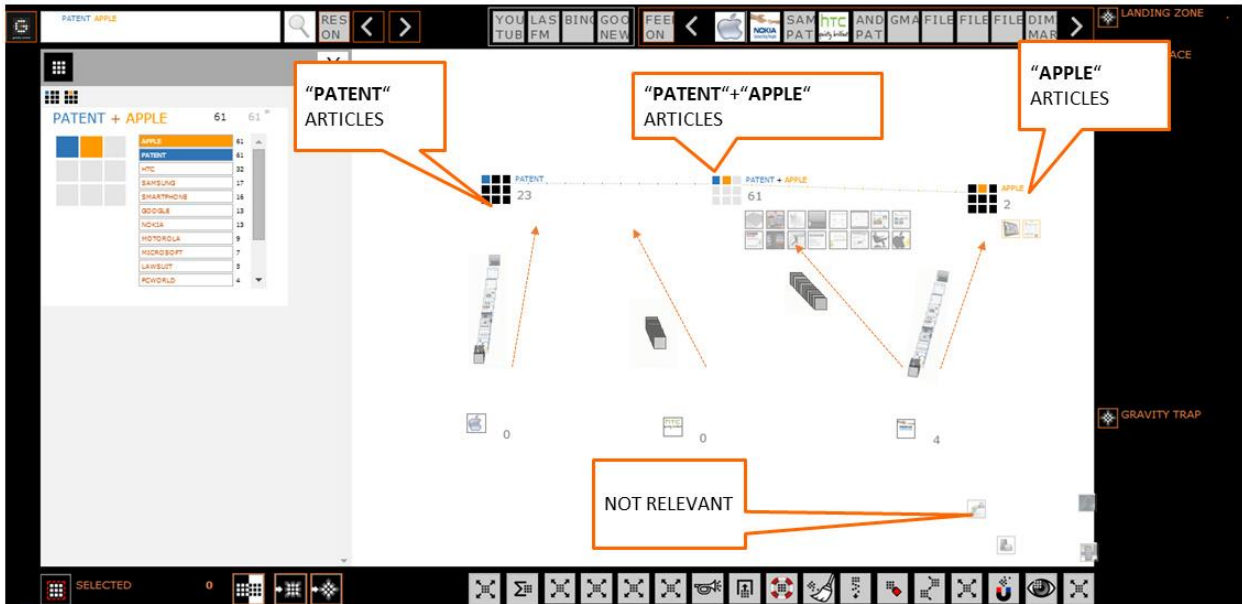


Create some „sense” by browsing through the objects and their properties (attributes)
In this case: an object from the APPLE PATENT feed is selected and the attributes “PATENT” and “APPLE” from its list of attributes are dragged out onto the workSPACE as search criteria.



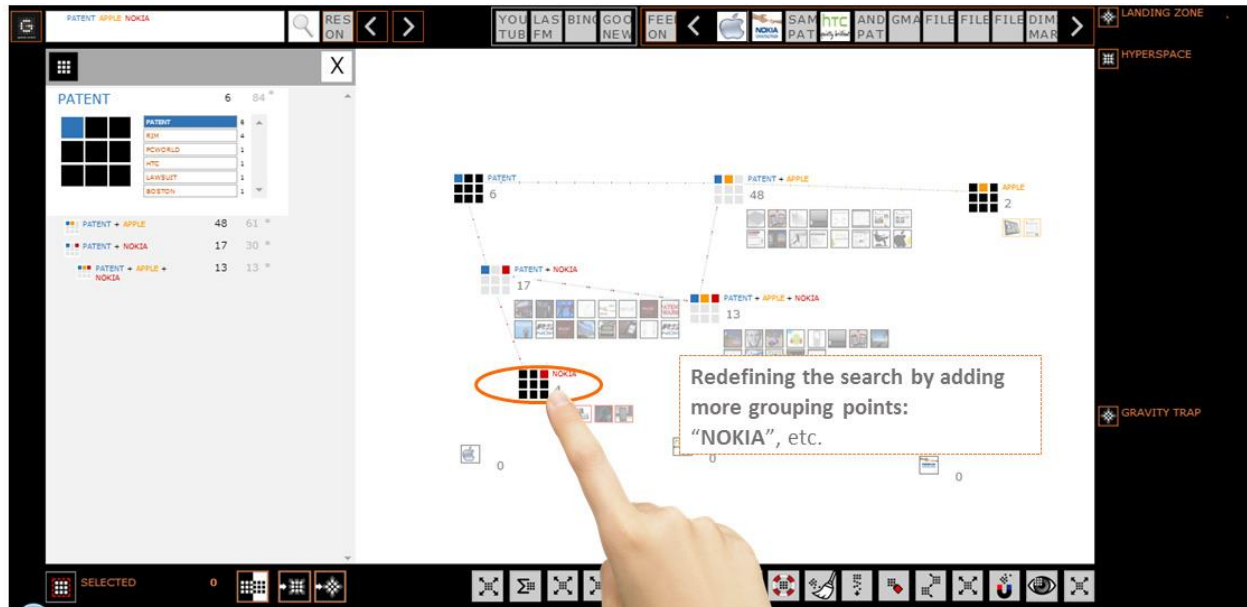
Let the Gravity to do the work

Once the grouping criteria are dragged out onto the workspace, the grouping starts automatically and all elements from the currently loaded feeds, which correspond to those criteria, are distributed among the grouping points according to their relevance.



Add even more sense by refining the search criteria.

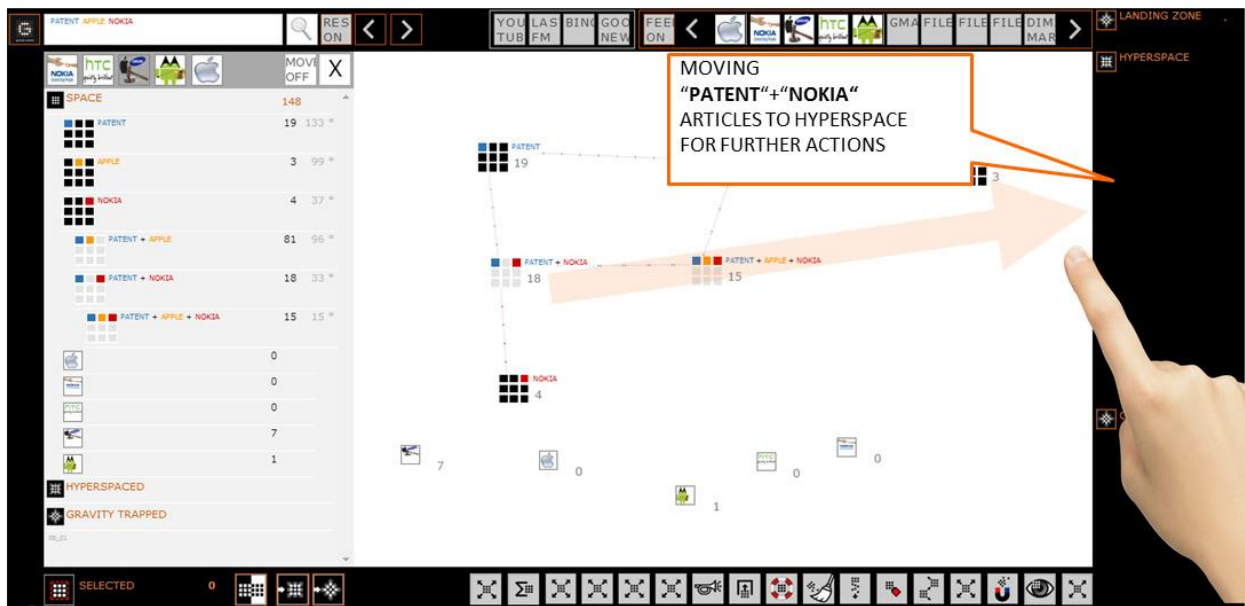
In this case by adding a NOKIA onto the workspace.



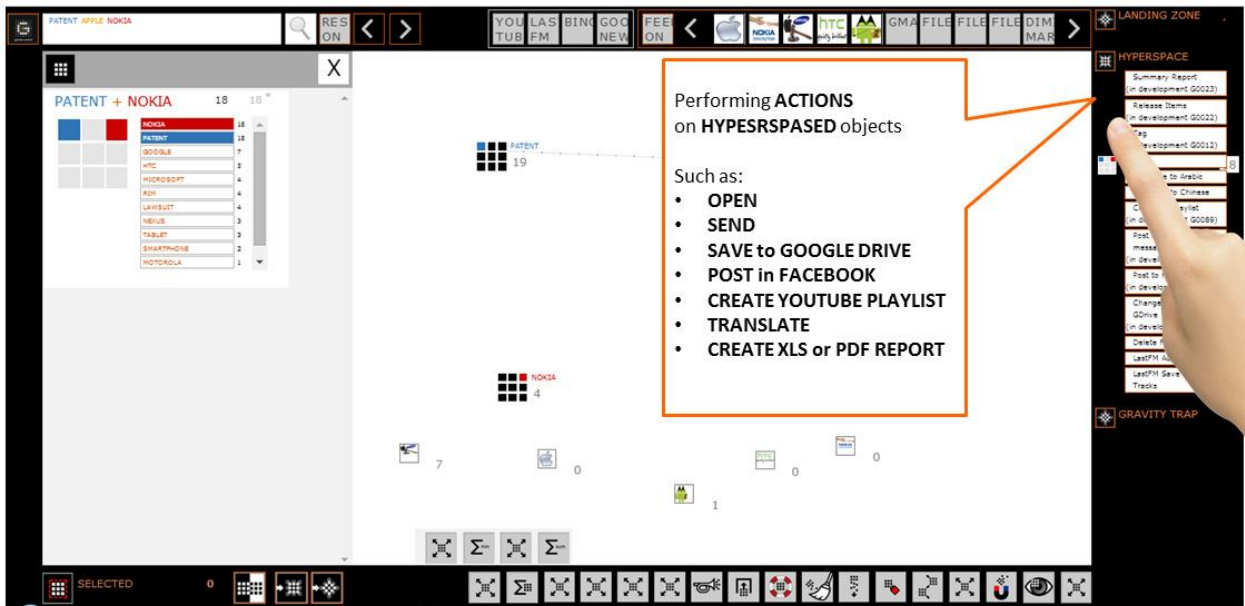
Or you can increase the chaos by adding more files in the workspace. Here these are the SAMSUNG PATENT and ANDROID PATENT feeds.



When you have found files that interest you, you can perform actions with them. For that you may need to move the files from the Workspace to the Hyperspace. You can move them one by one or drag and drop entire grouping points or all selected objects from the Workspace.

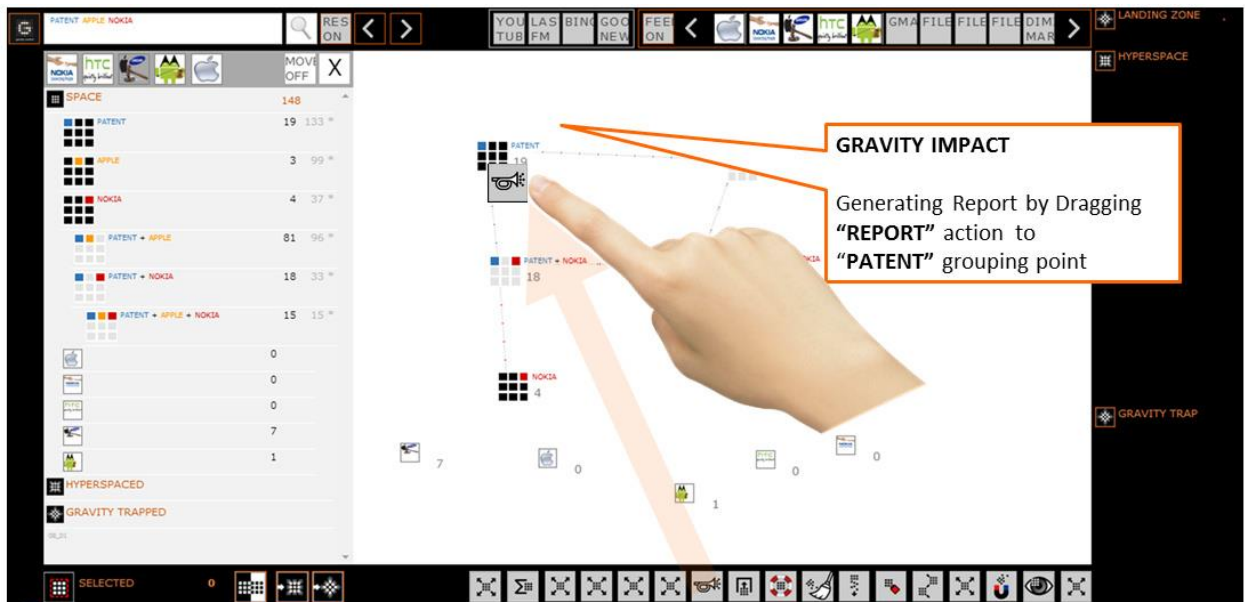


Then head to the Hyperspace, open the list of available operations and select the desired option. The availability of operations depends on the data you are working with but they include, among others, common commands like opening in another program, sending in an email, saving, moving and tagging.



You can also perform operations on objects in the Workspace. For that you can use the buttons on the operations bar. Dragging and dropping an operation button on the workspace will apply that operation to all the objects on it. Dragging and dropping in on a single object of grouping point will impact only that object or group.

Hyperspace and Workspace operation lists differ from each other – some actions are available at both locations and others just at one of the locations.



Starting with keywords

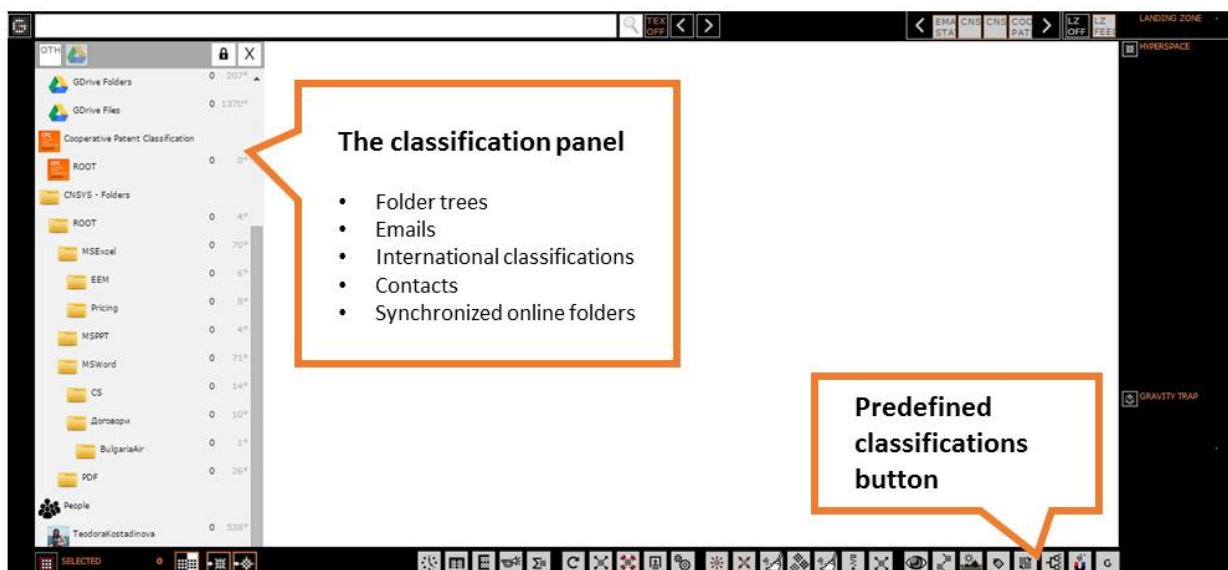
When you know what you are looking for but not where to look for it, you can use the traditional search bar. Input PATENT and APPLE as search terms in the search bar textbox and hit on the spyglass. The interface will return a list of results allowing you to choose which ones to load. You can choose to load all or only some.



Starting form a classification

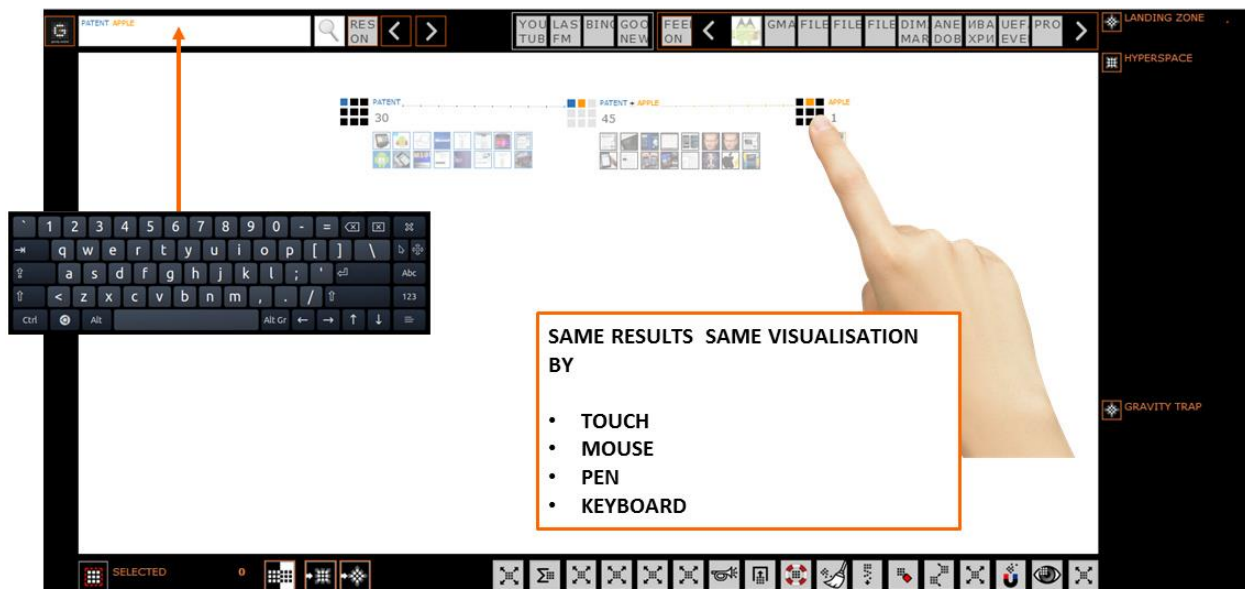
When you know the type or location of the data you are looking for, you can start with the classifications. Click the classification button to open the classification panel and find the category you are looking for in the list.

Currently the classification panel contains contacts, emails, file and folder trees from Microsoft drives and Google Drive and the International Patent Classification.



Work with everything the same way

Regardless of how you start your search or how you combine search strategies while you work, your results will be shown in the same workspace, visualized the same way and handled together. It does not matter if you prefer to drag and drop, type or use lists frequently – Gravity Control™ makes provides your preferred tools.

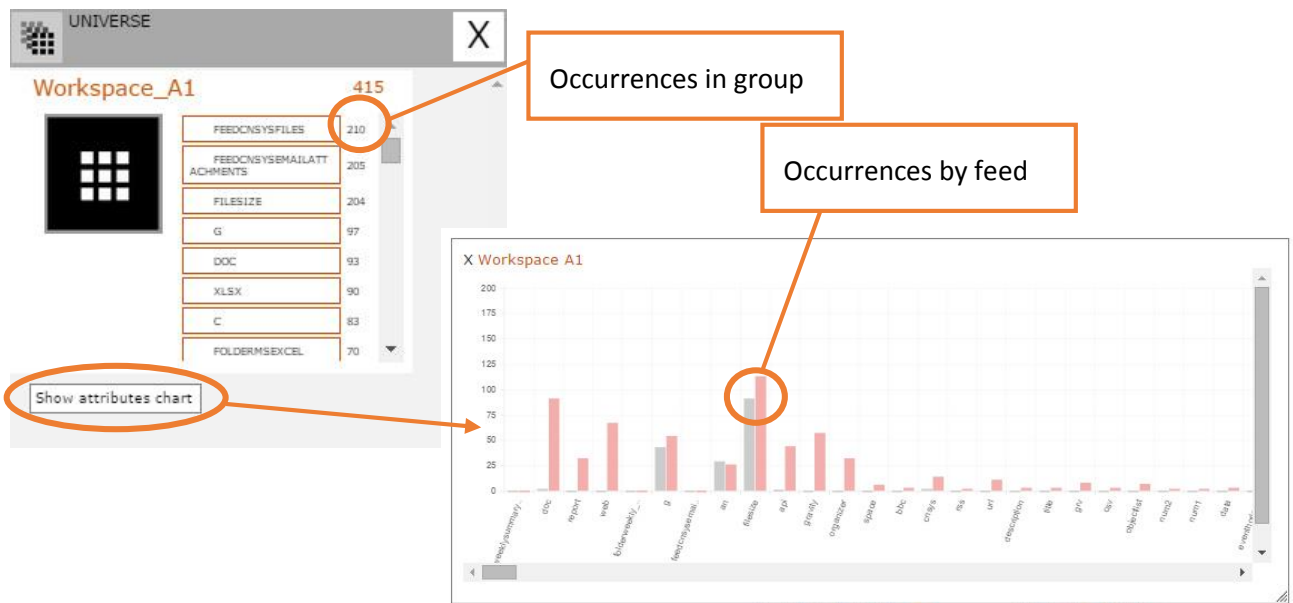


Analytical tools

Frequency Analyses

Attribute Charts

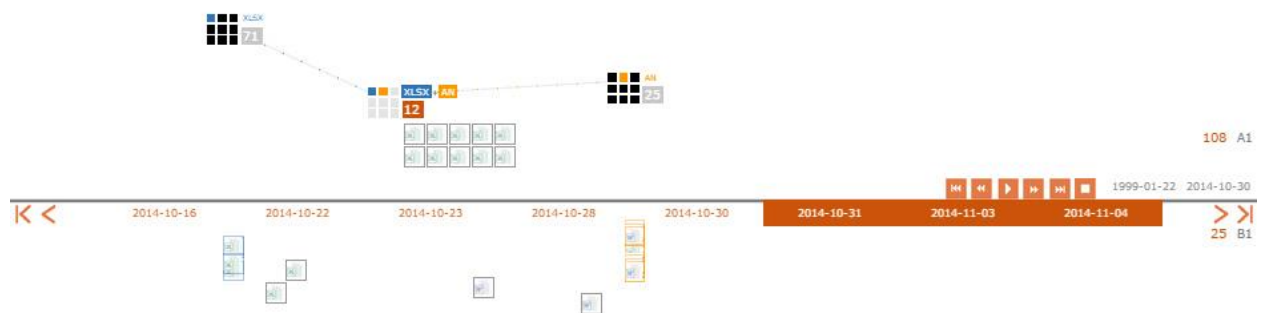
Any group of objects in Gravity Control™ is analyzed for recurring or unique attributes and a summary is available in the control panel of the group. The results are visible as numbers beside each attribute label in the attribute list and show the number of occurrences of the attribute in the group. Below each group's control panel there is an Attributes Chart button that reveals the same information in chart view and with the results differentiated by feed. Depending on the needs of the user the differentiation criteria can be changed.



Timeline

When there is a Gravity System in the workspace, the Timeline feature allows the user to see an animated presentation of how the grouping points get populated over time. This can be a useful tool for observing and demonstrating tendencies over a period of time.

The animation starts with a Gravity System of empty points that are populated with objects at each step of the demonstration. Steps are spaced at preset periods of time that can vary from minutes, to days, to years, divide the span between the oldest and the newest object in a specific number of steps or be set at specific moment that are not equally spaced in time.



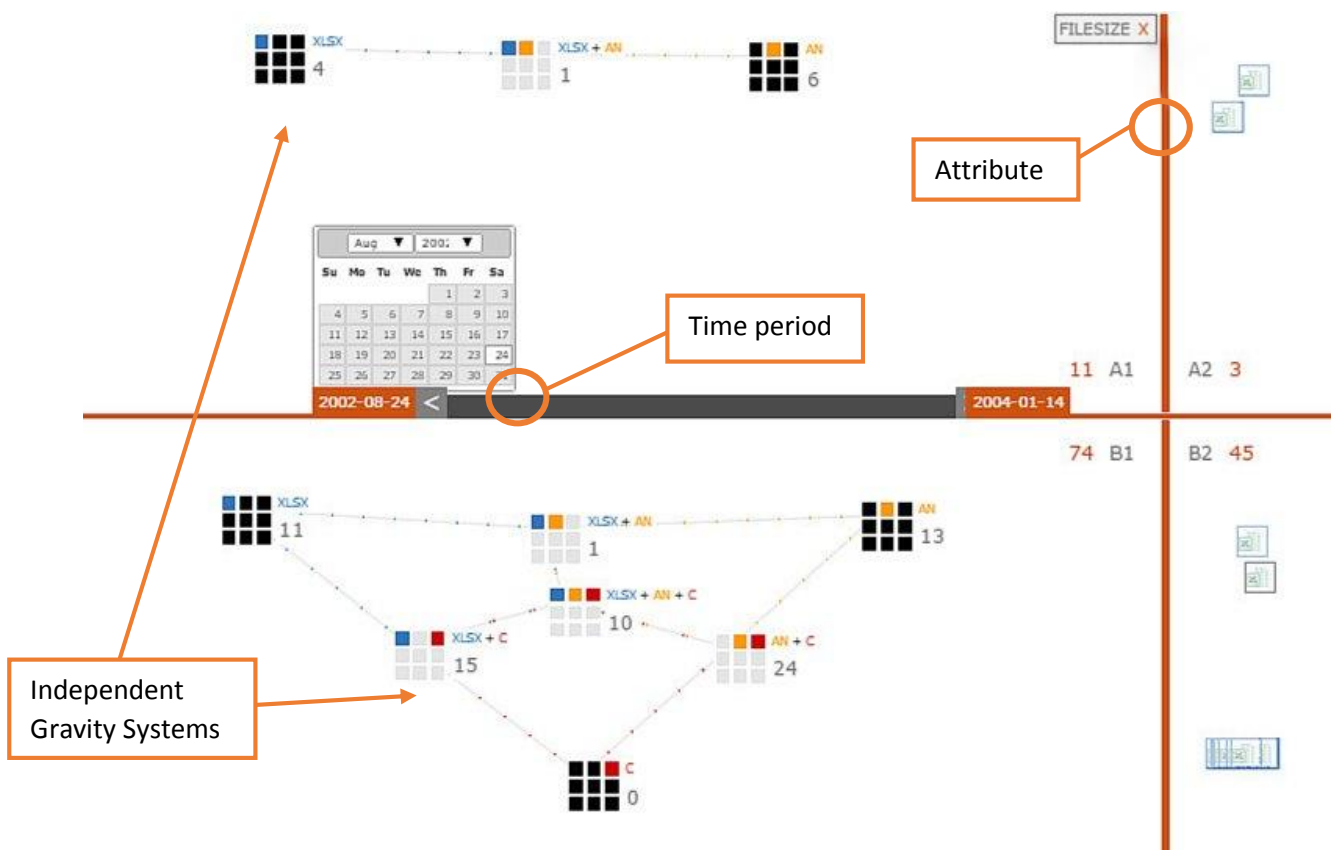
Event Horizons

The Event Horizons are barrier lines that divide the workspace in sectors, distributing the loaded objects among those sectors according to user set criteria. Objects on side of the line possess the attribute and objects on the other side of the line do not.

Event Horizons can be placed either horizontally or vertically. At the moment the horizontal and vertical horizons function differently. The horizontal one is used for filtering by date. The criterion date is set by dragging and dropping on the line either an object or just the date from an object control panel. After that it can be altered by drag and drop or manually and set to any desired date or the period between two dates.

The vertical Event Horizon is used for filtering by attribute. The criteria can be multiple, forming a logical expression. Depending on the attribute, its value can be set to Boolean (present/non-present), a strict numeric value or a value interval. Values can be set separately for each attribute.

In the example below the two horizons divide the workspace in four sectors. The gravity systems in each sector are independent from one another and can be identical, have some criteria in common or be completely different.

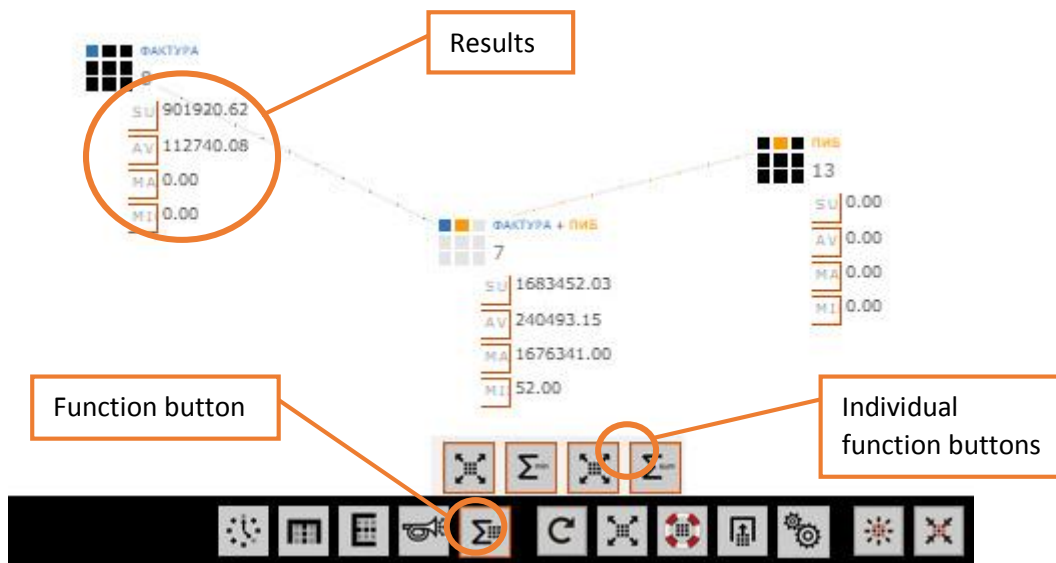


Calculations

Some objects in Gravity Control have attributes with numeric values different from 1 and 0, making it possible to conduct calculations. This proves useful when working with amounts of any type.

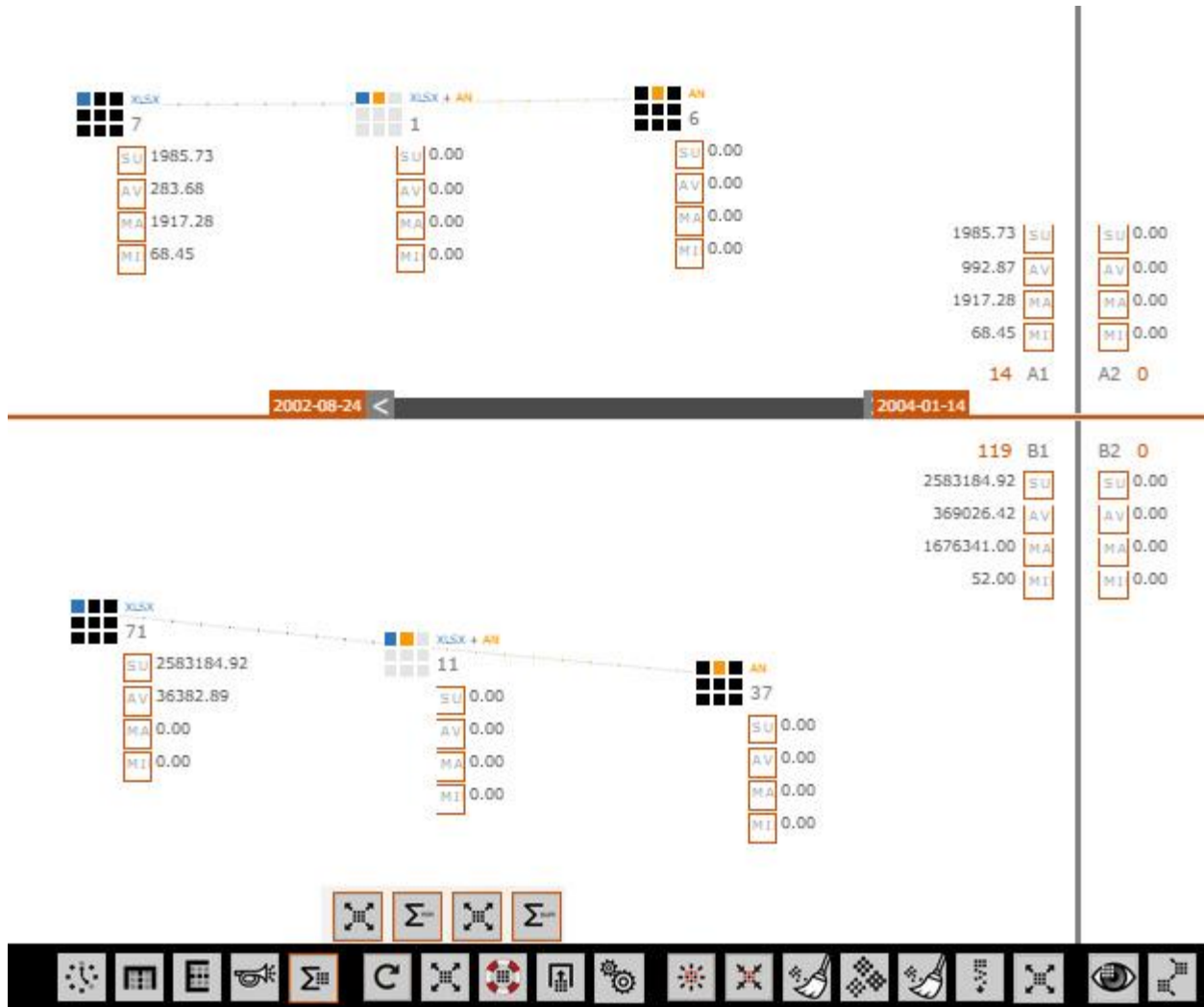
Currently Gravity Control™ can provide four different values for any grouping point – sum, average, minimum and maximum amount. They can be activated and deactivated all at once or one by one depending on the needs of the user. The operation is activated for all grouping points, by clicking the button or dragging and dropping it on an empty area of the workspace, or for a specific grouping point, by dragging and dropping the respective button on that grouping point.

Calculations can also be included in the reporting tools of the interface – data lists, exportable reports and emails.



Using tools in combination

Depending on the type of task, the user may need to use a combination of analytical tools and operations. In Gravity Control™ this poses no problem. The example below shows calculations and Event Horizons used together but it is far from the only possibility.



Tagging

Gravity Control™ searches and sorts objects according to their attributes. For new objects attributes are automatically retrieved from the file system and the file details or from the source database. But once in the application the attribute list can be edited and expanded. This process is essentially tagging and untagging that can be done on two levels.

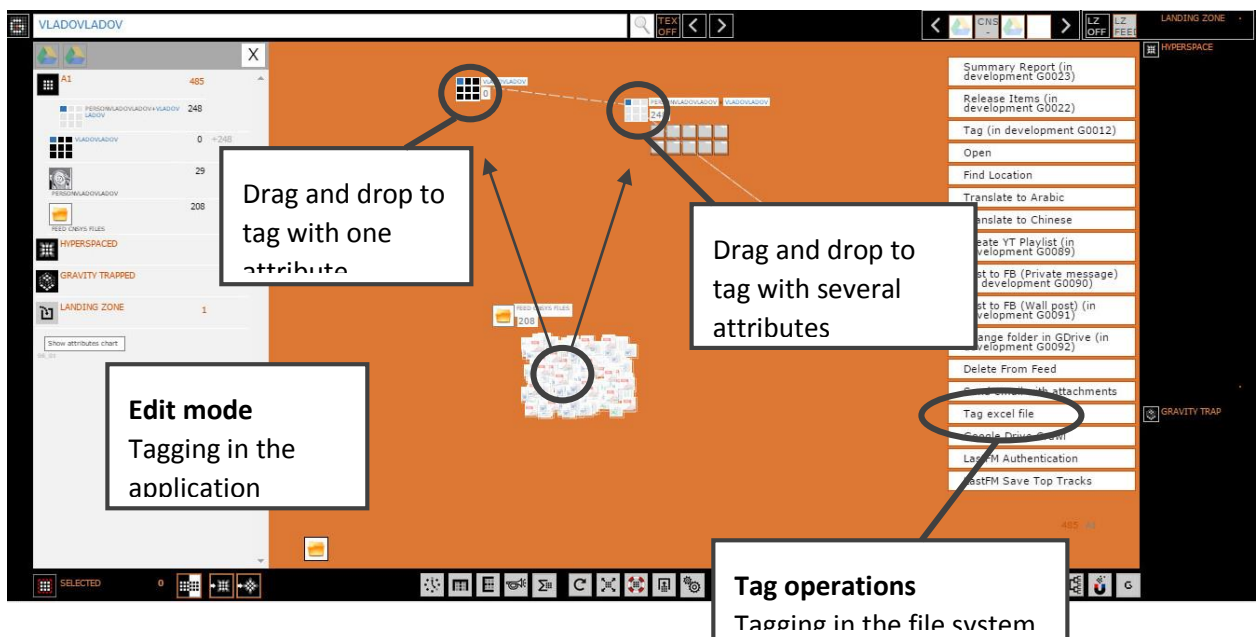
Internal Tagging

By activating Edit Mode, the user can change the attribute list of any object or group of objects loaded on the workspace. The orange background is an indication that the user is working in Edit Mode. Changes to the attributes can be made by typing in the text fields of control panels, or by dragging objects across the workspace and dropping them on a grouping point that has the desired new attributes or tags.

This type of tagging changes the object properties in the application database. Thus the tags are usable only in the Gravity Control™ work environment and can be exported to share between Gravity Applications.

System Tagging

System tagging is accessible in all modes as an option in the Hyperspace menu. It changes the attributes of the objects both in the application database and in the file system. The changed attributes appear are added to the original file as tags, the format of which depends on the conventions used by the file format. It has been tested with MS Office files on a network drive accessible under Microsoft Active Directory.



List of functionalities

1. Integrates all your data from all your sources

- **Articles** - from web pages and RSS feeds, automatic updates of monitored feeds and sites
- **Web pages** – crawls, extracts, analyses and indexes content
 - **Extracts page content** – and makes it searchable
 - **Extracts online media** - video and other media from webpages can be added to the application as separate items linked to the original page
 - **Extracts links** – URLs of other pages are extracted and indexed
 - **Crawling of links** – the crawler can be set to follow extracted link on any page and retrieve and index them in the same way as the source page
 - **Extracts fields of content** – based on lexical patterns the application extracts from the page text specific fields like prices, titles, interest, etc.
 - **Extracts metatags** – and makes them searchable within the application
- **Email messages** – from public and corporate providers
 - **Email contents** – extracts content and makes it searchable
 - **Attachments** - messages, attached files and contact data are added as separate items and linked to the email content
 - **Contact information** – sender or addressee information is extracted and also made searchable
- **Files**
 - From your computer
 - From the corporate intranet
 - Files attached to emails
 - Files from cloud services such as OneDrive, Dropbox and Google Drive
- **Data from social and professional networks** – publications, shared profile information and networks
 - Facebook
 - LinkedIn
 - Google+
 - YouTube
 - Other.
- **Statistics from social networks and web resources**
 - Page and content likes
 - Video views on YouTube
 - Shares on Facebook, etc.
 - Followers
- **Internet search results** – from web search engines and site specific searches
 - Bing
 - Google
 - Google News
 - Youtube
 - Last.fm
 - Others
- **Data from files**
 - Spreadsheet files

- Lists

2. Searches, sorts and groups all your data in a natural way

- **Simultaneous handling of all data types from all sources**
 - Internet articles
 - Emails
 - Files
 - Attachments
 - Contacts
 - Media
 - Etc.
- **Uniform handling** – of articles and files regardless of the file format, source and location.
- **Easy handling of large amounts of data** – the visualization allows to comfortably work with many times more objects than with a list view
- **Simultaneous sorting by several criteria** – results are visible and accessible on one screen at any moment
- **Three ways to search** – that can be combined in any way and order
 - By keywords
 - By example
 - By classification
- **Refining search criteria at any time** – adding, removing and changing criteria is possible at any time with no loss of data as all loaded articles and files stay available on the workspace.
- **Adding and removing files at any time** – the already acquired results stay on the screen.

3. Manages your data and files in a natural way

- **Group management** – Apart from managing single articles, articles and files that have been automatically grouped during the sorting or grouped by the user can be managed in a batch.
- **Drag and drop operations** – all operations can be done with drag and drop of either a command or a group of results making it easy to work on touchscreen devices.
- **Internal viewing and editing**
 - Detailed view
 - List view
 - Edit and discard irrelevant data manually
- **Open in another program**
- **Tagging**
 - Internal – for use in the application only
 - System – changes file tags in the operational system and can be used in other applications, programs and platforms.
- **Publishing and sharing content**
 - On social media
 - Via email
- **Sharing results and reports** – various formats including spreadsheet and .pdf files.

4. Analyses and processes data

- **Full text search and frequency of keywords in articles** –the number of appearances of keywords in the full text of articles, emails and files is used as a means of comparison of relevance, suggesting additional criteria and/or marker for finding similar or connected texts.
- **Search term propositions based on similarities and differences**
- **Detection of potentially relevant sources** – Links on followed sites are compared in order to outline sites that are potentially connected to the user selection.
- **Advanced data analysis for big data**
 - **Event Horizons** – parallel analysis of groups of articles by the same or different criteria sets.
 - **Timeline analysis** – development of trends over time, first appearance of keywords in a group
- **Cross table analysis**
- **Analysis of relevant user behavior** - following links, likes, clicks, response, engagement, campaign effectiveness, etc.
- **Mathematical and statistical calculations**
- **Combined use of tools** – all analytical tools in the application can be used in combination as well as on their own.

5. Generates data reports and presentations

- **Timeline presentations** - of tendencies developing over time and first appearances in a group, as detected by timeline analysis.
- **CSV, XLS, PDF, HTML reports**
- **Export and import capabilities**
 - **From/to Gravity applications**
 - **From/to any structured file from**

6. Provides collaboration in a natural way

- **Sharing clippings between divisions**
- **Sharing with the client**
- **Simultaneous access of several contributors to the same workspace**
- **Sharing results and workspaces with importable spreadsheet files**
- **Data access secured by certified systems**