

## Streaming News to Printed Newspapers

Written by Bob Snyder  
11 April 2014

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The Swiss German-language newspaper **Neue Zürcher Zeitung** goes back to 1780, and features its distinctive look (which like *The New Yorker* has scarcely changed since its inception).

Now the paper is looking to get some attention for its online edition, and its creative agency invented **a new “twist” on the newspaper holder**, a popular accessory among traditional readers in Switzerland.

The agency answered the question: “How can you ask a conservative audience about the advantages of a digital publication?” by respecting the old ways of reading while promoting the advantages of the digital format.

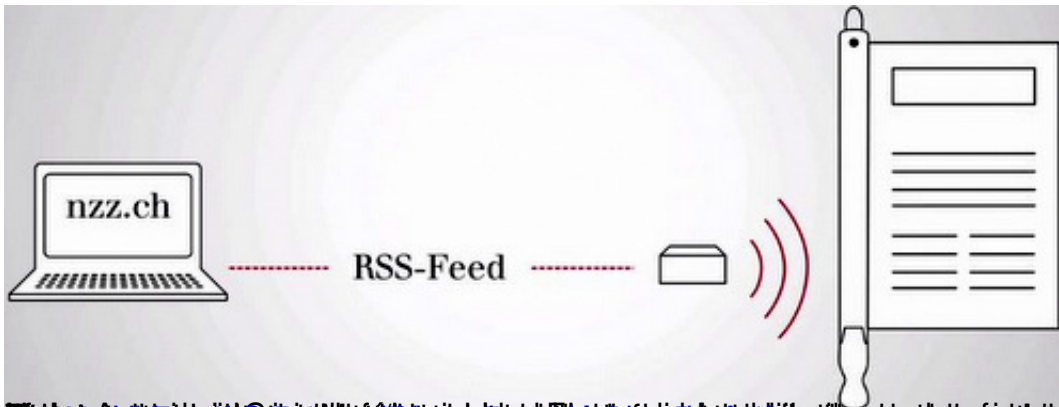
They made converted digitized newspaper holders with an LED board that shines through the wood, using an infrared transmitter to provide updates on stories from an RSS feed.

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[Weblogs, Blogs, and RSS Feeds: A Guide to the World of Weblogs, Blogs, and RSS Feeds](#)