CLIENT

Renowned German-language Media
(Digital publishing)

DEPLOYED

Within 30 days

DESCRIPTION

AI proofreading assistant that sharpens style, lifts accuracy, and flags early fact issues - speeding up newsroom review with confidence.

THE IMPACT

40% FASTER COPY-CLEANING CYCLES ACROSS DESKS	**85%+** ACCEPTANCE RATE ON AI-SUGGESTED CORRECTIONS	**50%** REDUCTION IN LATE-STAGE EDITORIAL FIXES

CHALLENGE

The newsroom was spending too many cycles cleaning up copy - chasing style violations, double-checking foreign name spellings, and patching avoidable language misses across fast-moving copy. With desks filing throughout the day, these issues were slipping past first reads and piling up in later stages of production. Early factual hiccups - misnamed places, mismatched references - were still being caught too far downstream, slowing the publishing pipeline. The outlet needed a reliable, on-brand assistant that could help editors move faster without lowering the bar.

THE SOLUTION

Unframe introduced an AI proofreading assistant trained on the outlet's stylebook, transcription rules, and editorial patterns. It scans copy for style slips, language misses, and early fact issues, surfacing clear, in-context suggestions that editors can accept or override in seconds. The tool handles everything from foreign-name transcription to tricky punctuation and location checks, giving editors a faster, cleaner first pass. Throughout the workflow, every decision feeds a learning loop - making the assistant sharper with each article.

> Unframe gave us an AI-first proofreading assistant that actually fits how a modern newsroom works. It's fast, precise, and keeps us firmly on brand. It's set a new benchmark for how we prepare copy for publication."
>
> **- Editor-in-Chief, Renowned German-language Media Outlet**