

FOR IMMEDIATE RELEASE

Contact: Cynde Wood
Xinet, Inc.
cynde.wood@xinet.com
+1 510.845.0555

Top Ad Agency Lures Clients with WebNative
Leo Burnett Group Uses WebNative for Digital Asset Management

London, UK - March 9, 2002 -- Stars Digital has installed Xinet's WebNative software to handle the digital asset management needs of its roster of blue chip clients. London-based Stars Digital is part of the worldwide Leo Burnett Group, which currently handles many of the world's most valuable brands as ranked by Financial World magazine and Interbrand: Coca-Cola, Kellogg, Marlboro, McDonald's, Nintendo, Tampax and Walt Disney.

"In the last two months, we've brought two or three major clients on board solely based on a demo of how we can manage their digital assets with WebNative 3.0," said Dave Ewers, Systems Manager at Stars Digital.

DAM Easy with WebNative

"Clients like the ease of use with WebNative," Ewers said. "With most digital asset management programs you have to be aware of HTML code, but not with WebNative. With WebNative, the average user with no experience of coding can easily manage a web site. Also, the eight built-in languages are really useful because we host sites for clients in a number of European countries."

Ewers said he chose WebNative and its companion product, FullPress, for their speed, security and stability. WebNative is a server-based asset management application that gives secure, 24-hour access to digital files from a Web browser at any location. FullPress is a prepress server package that integrates file sharing, print spooling, and OPI technology with network performance optimization.

Working with Xinet U.K. distributor Turning Point Technologies Limited, Stars initially installed FullPress and WebNative 2.0 on a SGI Origin200 server in September 1999. This has completely streamlined the whole workflow for Stars Digital, Ewers said.

"We haven't had one crash or stoppage. It's made such a difference that it's hard to imagine how we worked before," Ewers said. Stars Digital recently used WebNative to build an Image Bank for a major motor sports sponsor, which is used worldwide. In addition to the creation and administration of the image library, they also carry out digital manipulation and illustrative techniques on a selection of the images.

WebNative allows Stars Digital to keep their digital asset management program less complicated and less expensive than other agencies.

Top Ad Agency Lures Clients with WebNative

March 9, 2002

Page 2

"Other people's approach to digital asset management is to give a very large quote on how much it would cost to host their assets. Because WebNative 3.0 is such an easy solution where we don't have to hand code anything, we don't blind our clients with science. I think they like the honesty factor of that," Ewers said.

Xinet, Inc., with offices in Berkeley, California, and Munich, Germany, has been developing advanced cross-platform networking software since 1985. Products include FullPress, the leading prepress server package, and a suite of networking products that seamlessly integrate Macintoshes and a central server. For additional information, contact Xinet at (510) 845-0555, or via email at sales@xinet.com. Website: www.xinet.com.

About Xinet, Inc.

Xinet has developed image server software for the graphic arts, communications, publishing and printing industries since 1991. Now the de facto standard among advertising agencies worldwide, the Xinet WebNative platform is the only digital asset management system that offers a dynamic production workflow toolset.

With its integrated database that speeds search and retrieval of assets, Xinet WebNative also creates automated, metadata-driven workflows. Through a browser-based interface accessible over the network or over the Internet, Xinet WebNative marries dynamic content distribution and manufacturing systems into one powerful asset management tool used globally by top marketers.

Xinet's customers include: BBDO, Draft FCB Group, Lowe Worldwide, McCann Erickson, Ogilvy & Mather, TBWA Worldwide, TracyLocke; Macy's, Jarden Corp./Sunbeam, Otto Versand; *Fortune*, *Sports Illustrated*, *Time*; and Quebecor World.

Xinet's worldwide headquarters is in Berkeley, Calif.; its European office is in Munich. Xinet, FullPress and WebNative are registered trademarks of Xinet, Inc.

##

© 2006 Xinet, Inc. Xinet and WebNative are registered trademarks of Xinet, Inc. All other trademarks are the property of their respective owners.