

Xinet Introduces Video 3.0 for WebNative Suite

*Customers Save Time and Resources by Creating In-House Video Reels
with Video Reel Generator*

BERKELEY, California – October 7, 2009 – Xinet[®], Inc., the leader in digital asset management (www.xinet.com), today announced the release of Video 3.0 for WebNative[®] Suite. (Xinet also announced the release of WebNative Suite 16.0 today; see the press release “Xinet Introduces WebNative Suite 16.0 to Extend Usability and Greater Efficiency to Customers.”) The Video product addresses customers’ need for a cost-effective, easy-to-use video solution that enhances media management, streamlines workflows, and expands client services. With the new release, Xinet also introduces Video Reel Generator, a plug-in that enables the creation of new reels from segments of different videos and documents.

“In a rapidly changing, multi-media world, more and more companies are utilizing video as an important element of many marketing and advertising campaigns,” said Scott Seebass, CEO of Xinet. “With Video 3.0, Xinet has dramatically improved the way our customers manage and incorporate video files with their other assets.”

With Video for WebNative Suite, customers can access video files from a Web browser to search, view, annotate, approve, distribute and create video reels within a secure environment. The Video product generates key frames by automatically detecting significant scene changes in the video. Users can add comments to key frames with the Annotations feature, streamlining the approval process. For accessibility, the Video product can automatically create a series of low resolution versions of high resolution videos and store them in the WebNative Suite database. These low-res versions can be streamed from any Web enabled device.

The Video Reel Generator plug-in allows users to create new videos by repurposing segments of other videos, PDFs, QuarkXPress[®], or Adobe[®] documents and images. With access to a Web browser, files can be added to a WebNative Suite shopping basket to build a storyboard from which a new video reel can be made. With the ability to easily create videos for new business presentations or agency reels, Xinet customers save time and resources.

“Video for WebNative Suite saves us time because we can easily search for

and locate the video clips that we need. We now have a standardized platform from which to host video files for our end users and we have better control over the distribution of these files,” said Evan Shore, vice president and creative systems manager at Arnold Worldwide, an award-winning full-service advertising agency. “The video product is a natural extension of WebNative Suite. It really provides the specific tools we were looking for and allows us to make all of our work available to everyone.”

Xinet has developed image server software for the graphic arts, communications, publishing and printing industries since 1991. The Xinet digital asset management system, WebNative Suite, streamlines the collection, access, production, distribution and archiving of graphic media. Xinet has thousands of installations worldwide; customers include leading brands such as: McCann Erickson, TracyLocke, Arbonne International, Macy’s, and Courier Corporation.

About Xinet

Xinet is a leading developer of high-performance server software applications for graphics and media professionals. With North American headquarters in Berkeley, California and a European office in Munich, Xinet has built a loyal customer base of the top advertising agencies, retailers, printers, publishers, and corporations worldwide. The Xinet solution is a flexible and efficient asset management system that provides access to volumes throughout the enterprise and around the globe.

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