

FOR IMMEDIATE RELEASE

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What's New from Xinet at Ipex 2002

Birmingham, England – April 9, 2002 – Ipex 2002 is the European debut of WebNative Venture, the only digital asset management database that operates within the workflow.

WebNative Venture combines Xinet's web-based, asset management system with an integrated, enterprise-strength SQL database. The Venture database increases searching speed and automatically tracks all asset activity, without relying on a check-in/check-out system. WebNative Venture provides unlimited custom metadata and unlimited web connections, making it ideal for businesses that collaborate across multiple sites or remote locations. This robust system lets staff and production partners share, manage, re-purpose and collaborate from any location, 24 hours a day.

FullPress 11.02 adds unsharp masking and preflighting options to the well-known prepress server package. Version 11.02 can automatically apply unsharp masking algorithms which preserve image detail when scaling output. FullPress 11.02 also contains a built-in preflight system that automatically detects problems with color space, fonts, and image linking before sending jobs for output. Xinet's FullPress is a powerful prepress server package that streamlines production workflows with seamless file sharing, print spooling, output optimization and an image replacement engine that is the industry standard.

Xinet's WebNative 5.0 is an asset management and distribution tool that provides secure, remote access to the FullPress server, while keeping the production workflow efficient and hassle-free. Customers, production partners and on-site staff use WebNative to access the FullPress filesystem through a web browser and Internet connection. After a password-protected login, users download, upload and repurpose their assets from any location, 24 hours a day.

With offices in Berkeley, California, and Munich, Germany, Xinet, Inc. has developed cross-platform networking software since 1985. Xinet has thousands of customers in Europe, Asia, Africa, North America, South America and Australia.

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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.

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