

Xinet Introduces WebNative Suite 16.0 to Extend Usability and Greater Efficiency to Customers

Major Release Features Tighter Integration, Added Control and More Customization

BERKELEY, California – October 7, 2009 – Xinet[®], Inc., the leader in digital asset management (www.xinet.com), today announced the release of Xinet WebNative[®] Suite 16.0. This new release presents expanded versatility with an easy-to-use, streamlined, Web-based graphical user interface (GUI), improved tools for administrators, and new features that greatly improve the management of graphic assets and enhance workflow efficiency.

“With this new WebNative Suite release Xinet has addressed many feature requests that we have received from customers,” said Scott Seebass, CEO of Xinet. “The sleek GUI which provides tighter integration of our products, coupled with increased features in the Suite such as Annotations, which speeds the review and approval process, gives our customers an unparalleled level of functionality and control over their assets.”

The highly anticipated new release is an integrated, single product composed of many features previously available in Xinet core products: FullPress[®], a robust file server and production engine; WebNative, a server-based digital asset management system; WebNative Venture, an enterprise-strength SQL database; and WebNative Portal, a secure multi-server asset management system. The new GUI consolidates all control of the WebNative server into one place to showcase this tight integration of Xinet products. Accessible through an Internet browser, the GUI provides greater consistency of controls and presentation across all areas of administration. The simplified command site and streamlined view of server activity are particularly useful for sites with many administrators and multiple locations.

For administrators the WebNative Suite GUI introduces improved logging and debugging tools, including automatic checks and repairs of database tables, access to preview generation logs for Microsoft Office[®], Adobe[®] InDesign[®], PDF and QuarkXPress[®] documents, overview of image and document preview creation, viewable status of all WebNative processes, among other new tools.

WebNative Suite also introduces many new features that improve efficiency and workflow for users. The main new feature, Annotations, speeds the approval process with an online method for authorized local or remote users to add visual comments to documents during the review process. Annotations can be made on any document that has previews. Customers who maintain the optional Video/Interactive component can also annotate scenes from reels. (See press release “Xinet Introduces Video 3.0 for WebNative Suite.”)

Additional features include:

- Previews have been added for supported file types such as Microsoft Office 2007 and 2008, and OpenOffice 3.
- XMP panels loaded into the database are read and necessary data fields are created automatically.
- Full text indexes of filenames are faster to build and creation of full text indexes of all metadata fields is now possible.
- Default values for data fields and language strings for data field names can be set.
- Actions can be triggered by changes to IPTC and XMP metadata fields from Adobe applications.
- ICC Profiles can be applied to (and embedded in) Web previews.

A reliable digital asset management solution that not only manages graphic assets but also automates trafficking, notification and collaboration, WebNative Suite enables customers to see rapid payback on their DAM investment in time and cost savings. Xinet has thousands of installations worldwide with customers across all major industries. Xinet customers include McCann Erickson, TracyLocke, Arbonne International, Macy’s and Courier Corporation.

Pricing and Availability

Version 16.0 is now available on all supported server platforms at no additional cost to customers with current Maintenance Program memberships who have licensed the full set of WebNative Suite products. For more information, contact sales@xinet.com, 510-845-0555, or an Authorized Xinet Integrator.

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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