

## **Xinet Donates Xinet WebNative Suite to Ryerson University**

BERKELEY, California -- November 12, 2008 – Xinet®, the leader in digital asset management ([www.xinet.com](http://www.xinet.com)), today announced the donation of Xinet WebNative® Suite to the Heidelberg School of Graphic Communications Management (GCM) at Ryerson University, which is Canada's only degree-granting program for the printing industry. Authorized Xinet Integrator, Synchron CyberKare, integrated the system into the school and will provide technical support moving forward. Synchron CyberKare will be on hand at the school's CM Awards Night on November 13, 2008 to help honor student achievements.

“The donation of Xinet WebNative Suite to the School of Graphic Communications Management has allowed us to expand our students’ exposure to asset management in ways not before possible. Our students will be working with an industry-leading solution that has immediate real-world implications for them when they graduate. We look forward to an ongoing relationship with Xinet and Synchron Cyberkare to sustain a positive learning environment for asset management within our school,” said Dr. Abhay Sharma, Chair, School of Graphic Communications Management.

The faculty at GCM was interested in implementing WebNative Suite because they wanted a DAM system that would best reflect what was being used in the industry. WebNative Suite is incorporated into the coursework for fourth year students in “Managing Advanced Technology” I and II. Students will be able to use the system to develop, collect, and manage digital assets. After the pilot year of using WebNative Suite, Ryerson anticipates expanding the system to other courses, not only for teaching asset management, but for teaching file management as well.

“Xinet software has been an integral part of printing, publishing and graphic design for more than twenty years and we recognize the importance of enabling students to get practical experience on technologies used in the industry,” said Scott Seebass, CEO of Xinet. “We are pleased to support Ryerson by providing WebNative Suite for teaching and research use.”

“We are happy too that Xinet donated the entire Xinet WebNative Suite of products to Ryerson. In tandem with that, Synchron CyberKare is very excited to be donating our professional services to install the system and train their staff so their students can get hands-on experience with the best digital asset management system available today. The students graduating from here represent a bright future for our industry,” said Ron Lokaisingh, president of Synchron CyberKare.

Xinet is a strong supporter of graphic arts education, having donated software to other leading educational facilities, RIT's School of Print Media, and the Graphic Communication Institute (GrCI) at California Polytechnic State University, San Luis Obispo.

### **About Xinet, Inc.**

Xinet has developed image server software for the graphic arts, communications,

publishing and printing industries since its incorporation in 1991. The de facto standard among advertising agencies worldwide, the Xinet WebNative Suite 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 joins 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, and Quebecor World.

Xinet's worldwide headquarters is in Berkeley, California; its European office is in Munich, Germany.

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