



# xing

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## Feature Feedback

In February, Xinet released Asset Browser for WebNative Portal, the InDesign plug-in that simplifies and speeds the catalog design process. We're getting great feedback from our customers.

### Asset Browser Garners Raves

This robust new feature provides a way for designers to drag and drop assets directly from Asset Browser into InDesign documents without ever leaving the layout application. When customized with AppleScript, Asset Browser's functionality also provides a drag-and-drop method for placing and formatting images and the metadata associated with them. Designers realize a noticeable savings of resources, giving them more time to focus on the creative side of catalog production while eliminating the need to manually enter item descriptions, pricing and sale dates.

If you haven't seen Asset Browser in action, contact your Authorized Xinet Integrator today, or send e-mail to [sales@xinet.com](mailto:sales@xinet.com) for a complimentary WebEx demo.

## Feature Spotlight

In the spotlight this quarter are upgraded versions of PDF Image Replacement and Uploader.

### PDF Image Replacement 2.0

Ideal for remote workflows, PDF Image Replacement (PDF IR) provides a simple, dependable way for off-site production users to generate PDF documents in which transparencies have been preserved.

This feature eliminates the need for conversion to PostScript and ensures that all images placed in a document, whether FPO, high resolution, or a mixture of the two, are automatically replaced upon output with transparencies intact. Resampling, color conversion, image sharpening: all of these can occur with image replacement when appropriate settings are established on the server. A benefit to local and remote users alike, this feature easily supports in-house and remote workflows with no global boundaries.

## 2009 Trade Shows

Learn more about Xinet products at the following shows. Xinet will be exhibiting at HS DAM in New York. Our integrators will be exhibiting at HS DAM in London and Gitex in Dubai.

### HENRY STEWART DAM SYMPOSIUM

New York, NY  
June 1-2, 2009  
[www.damusers.com](http://www.damusers.com)



### HENRY STEWART DAM SYMPOSIUM

Authorized Xinet Integrator, Data Revolution will exhibit at this event. Xinet Technical Sales will also be at the show.



London, England  
July 1, 2009  
[www.damusers.com](http://www.damusers.com)

### GITEX BUSINESS SOLUTIONS

Authorized Xinet Integrator, Layout Ltd. will exhibit at this event.

Dubai, United Arab Emirates  
October 2009  
[www.gitex.com](http://www.gitex.com)



Check out our Events page on the Xinet Web site to see where Xinet products will be shown around the world.

[www.xinet.com/news/events.html](http://www.xinet.com/news/events.html)

## Uploader 1.07

Xinet WebNative Uploader offers a way for off-site personnel to deliver assets to the WebNative Suite environment without providing direct access to your server, creating secure, time-saving convenience for remote users—and for you. As a stand-alone application, the Xinet Uploader provides an efficient drag-and-drop mechanism for delivering files and folders to a WebNative server within predetermined parameters, and notifying you via e-mail at the same time.

The new Uploader allows administrators to customize the application icon, and is compatible with proxy servers that require authentication. This feature delivers fast and efficient file delivery to the WebNative server for remote workflows.

*For more information about these new features contact your Authorized Xinet Integrator or send an e-mail to [sales@xinet.com](mailto:sales@xinet.com) for a complimentary WebEx demo.*

## Release News

In April, Xinet released a new CS4 Client Update Installer. All new releases are available to AXIs, developers, and all customers enrolled in the Xinet Maintenance Program.

### CS4 Client Update Installer

The CS4 Client Update Installer includes support for Adobe® Creative Suite® 4 and our official release of Uploader 1.07. The Xinet plug-ins for InDesign® CS4 include WebNative ID, Annotator ID, and Asset Browser ID. The current Uploader now offers customization of the application icon and e-mail reports, and is compatible with proxy servers that require authentication.

*Full details about new products and features and a complete list of bugs fixed for our product upgrades can be found in the “Downloads” area of our Web site under “Released Software”. See the “Release Notes” folder within the individual Xinet product folders. If you have questions about product releases, please contact Xinet Technical Support at [help@xinet.com](mailto:help@xinet.com).*

## Customer Spotlight

The Marketing Store, one of the world's largest marketing companies, Arbonne International, a US-based network marketing company, and Fresh Media, a prepress media solution in the UK, streamline production and their global workflows with Xinet WebNative products.

### The Marketing Store Saves Time and Adds Value with checkout<sup>TMS</sup>



The Marketing Store is one of the largest privately-held integrated marketing communications companies in the world. Their internal implementation of Xinet WebNative Suite in 2004 was so successful, saving the agency the equivalent of two full-time employees so far, that the organization was able to commercialize it as a value-added tool called checkout<sup>TMS</sup>.

## 2009 Training Schedule

WebNative Suite version 16.0, our forthcoming release, will be used in all training classes.

JUNE	
2-4	Administration
5	WebNative Portal Design
8-11	Advanced Administration
SEPTEMBER	
15-17	Administration
18	WebNative Portal Design
NOVEMBER	
3-5	Administration
6	WebNative Portal Design
9-12	Advanced Administration

For course descriptions, pricing and additional information about Xinet training, visit [www.xinet.com/buy/training\\_index.html](http://www.xinet.com/buy/training_index.html)

During the 2008 Beijing Summer Olympics, The Marketing Store successfully hosted all of McDonald's Beijing Olympics' assets. It was a McDonald's global initiative to distribute all of their Beijing assets and they chose to use checkout<sup>TMS</sup> as the vehicle for this purpose. This included more than 400 gigabytes of data downloaded from five continents, 40 countries, multiple agencies and multiple printers—an ideal solution for Global Brand Guardianship.

"I'm thrilled with WebNative Suite. I think it's a perfect solution for the agency business. We've been using it for quite a while now and it's been very successful for us. The account executives and creatives love WebNative, but I also love the back end and all the production benefits we get. It's a great pragmatic solution that delivers real results," Steve Dennis, Senior Vice President of Creative Services, summarized.

Read the full The Marketing Store case study at: [www.xinet.com/solutions/ad\\_tms.html](http://www.xinet.com/solutions/ad_tms.html)

### Arbonne Develops Efficient Management of its Assets with WebNative Suite

**ARBONNE.** Arbonne International is a U.S.-based network marketing company with offices around the world that manufactures and distributes Swiss-formulated skin care and other personal care products. Prior to Xinet, Arbonne employees were using the Adobe InDesign or QuarkXPress® "collect for output" feature, burning documents to CD, sending them off to the printer, then copying them to a hard drive. As a result, the company was accumulating duplicate image files, requiring ever-increasing bandwidth and creating confusion.

Dave Courtemanche, production designer at Arbonne, has been pleased with how WebNative Suite has improved the management of the company's file systems. "Not only does the Xinet system make things easier for our department but it also makes things easier for everyone in the company. Now, nobody has to wait on us to get a file—they know where the assets are, they can search for them by keyword or by part number, and they can do that at anytime from anywhere," said Courtemanche.

Read the full Arbonne case study online at: [www.xinet.com/solutions/retail\\_arbonne.html](http://www.xinet.com/solutions/retail_arbonne.html)

### Xinet's Easy-to-Use DAM System Makes it the Obvious Choice for Fresh Media Group



The award-winning Fresh Media Group has become a leading force in the UK for design, conception, production and delivery of online and offline media. Fresh Media produces about 3,000 PDFs a day; 60,000 PDFs a month, and has about six jobs going on at any one time. After doing initial research into other DAM systems, the company chose Xinet because of its robust, reliable, easy-to-use system.

"The simplicity is the most important aspect of the Xinet system; you can actually use it. It's not going to cause you any major problems—creating users is really easy, setting up and distributing assets is really easy, and the administrative side is easy," said Ramesh Patel, group technical director of Fresh Media Group.

Read the full Fresh Media case study online at: [www.xinet.com/solutions/prepress\\_freshmedia.html](http://www.xinet.com/solutions/prepress_freshmedia.html)

## Technical Support

### WE'RE HERE TO HELP

Our technical staff is on-call to support you, live, 18 hours of every business day during the following times:

#### BERKELEY

6:00 AM to 6:00 PM Pacific Standard Time  
Languages: English, Chinese and Japanese

#### MUNICH

9:00 AM to 5:00 PM Central European Time  
Languages: English, French and German

For more information about technical support and the Xinet Maintenance Program, visit our Web site at [www.xinet.com](http://www.xinet.com).

XINET  WEBNATIVE<sup>®</sup> SUITE

## News From XUG

### XUG Invites Xinet Users to Blog and Vendors to Advertise on New Community Web site



The Xinet Users Group introduced a redesigned Web site in May, built on open-source software and focused on community participation, easy maintenance, and extensibility. The URL for the site remains the same: [www.xinetusersgroup.org](http://www.xinetusersgroup.org). To participate in community discussions, users and AXI employees will need to sign up for a user ID by clicking on the “Register” link in the login box.

You will be able to post questions, answers, and comments on the site. Your first posting will be queued for approval by the XUG administrator. Once you are approved, your submission will be published and you will then have full posting rights.

The site is administered by the Xinet Users Group, an independent, nonprofit association made up of Xinet users from all over the world. XUG wants to encourage user participation and is currently looking for people who would like to become XUG community bloggers. You don't have to post every day or even every week. All you need is something to say and the desire to share your thoughts as your own schedule allows. You can even blog under a pseudonym if you wish, as long as XUG knows who you really are. All relevant subject areas are welcome, whether creative or production, IT or end user, business development or account management, corporate executive or night-shift server admin, Xinet WebNative or Xinet FullPress.

XUG, with members in 18 countries, even invites users who would like to blog in their native language.

If you are interested in this opportunity, please send an e-mail to [blog@xinetusersgroup.org](mailto:blog@xinetusersgroup.org) and include some information about who you are and which areas you think you might like to cover.

For AXIs and others in the Xinet community who have a different type of message they'd like to share, XUG is announcing a new Web advertising arrangement. Since May 2008, when XUG announced that users would no longer have to pay membership dues, advertising has been the only source of revenue for the group.

Ad space on the XUG Web site is now available in three sizes and can be purchased on a weekly, monthly, or quarterly basis. A 125x125 square button ad now costs US\$60 per week, \$220 per month, or \$600 per quarter; a 468x60 banner is \$90/\$340/\$900; and a 728x90 leaderboard goes for \$130/\$475/\$1250. For more information or to place an ad, please contact the XUG office at +1.518.373.8952 or write to [ads@xinetusersgroup.org](mailto:ads@xinetusersgroup.org).

Subscribe to Xing—the Xinet quarterly newsletter.

[www.xinet.com/news/xing.html](http://www.xinet.com/news/xing.html)