

xing

HAPPY HOLIDAYS FROM XINET!

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Xinet storms New York showing off new features to advertising agencies

New York advertising agencies were treated to an event like no other in mid November. Xinet hosted its first ever New York Agency Day featuring new updates of Xinet WebNative 8.02 and Xinet WebNative Portal alongside demonstrations of Xinet WebNative Venture with Video Support, image and metadata Uploader, and Xinet WebNative Portal Exhibit style — the latest, easy-to-customize interface for Xinet WebNative. Among the featured speakers were Iain Seers, Director/Creative Systems at Ogilvy & Mather, who talked about how his agency tackles global asset management for such clients as Ford, British Petroleum (BP) and Castrol Oil. Among the attendees were representatives from New York's top agencies including



Iain Seers goes over his presentation at the Xinet Agency Day.



The Macy's East and Tracy Locke group sat up front at the event.

Arnold Worldwide, BBDO New York, DraftFCB, McGarry Bowen, Merkley + Partners, Ogilvy & Mather, Tracy Locke Partnership, TBWA/Chiat/Day, and Young & Rubicam, as well as top retailer Macy's East and cataloger Spiegel Brands.

For those who missed the event, contact sales@xinet.com to set up a personal WebEx demonstration of just-shipped and soon-to-ship features.

Video Support Now Available for Xinet WebNative Venture

Xinet, Inc. has enhanced its best-of-breed digital asset management and production automation software by incorporating previews of common professional video formats into Xinet WebNative Venture with Video Support.

Video Support is an optional and separately priced feature set that can be added onto existing Xinet WebNative Venture and WebNative Portal 8.02 sites.

Video Support was previewed at Graph Expo 2006 in Chicago and shipped mid November.

The Xinet WebNative platform currently offers easy-to-browse previews of more than 80 professional image and document formats. The company added dozens of RAW formats to its preview roster earlier this year.

“Ready accessibility and visibility is certainly a key component of our success...”

Myles Peacock, COO, E-Graphics Worldwide, a division of TBWA Worldwide

“This product aides the distribution and approval of early video concept work and is a natural extension of our already proven Xinet WebNative workflow that we have deployed throughout our worldwide operations for print,” said Myles Peacock, COO at E-Graphics Worldwide, a division of TBWA Worldwide.

“Ready accessibility and visibility is certainly a key component of our success,” said Peacock.

With a large and diverse client base, Xinet CEO Scott Seebass said that offering a means to store and preview broadcast creative, video news releases, point-of-sale video, and other animated files alongside print assets is crucial.

“Video is an important piece of currency in the asset bank,” Seebass said. “Not all advertising campaigns include broadcast creative, but the most significant ones — the ones our clients handle — do.

“And more and more frequently those campaigns are using alternative broadcast — the Web, point-of-sale, and other out-of-home video and motion graphics. Being able to view, review and even serve these files from WebNative is essential,” Seebass said.

Xinet WebNative Venture with Video Support identifies video assets processed by either Apple QuickTime libraries (Mac OS X, Microsoft Windows only) or by a dedicated Telestream FlipFactory server.

Demonstrations of Xinet WebNative Venture with Video Support are available through the sales department at Xinet and through the company’s worldwide network of authorized integrators. Contact Xinet’s Berkeley headquarters at +1 510.845.0555 or its European office at +49 (0)89.44.47.81.0.

CEO Scott Seebass Keynotes at Visual Processing Japan Expo

Solidifying Xinet's position as digital asset management leader in Asia, Scott Seebass gave the keynote speech at a customer event hosted by Authorized Xinet Integrator Visual Processing Japan. VPJ presented "DTP Turbo Server v8," featuring the Xinet WebNative solution to approximately 200 attendees at this one-day event in early September.



Xinet CEO Scott Seebass, Visual Processing Japan CEO Hiro Mimura, Xinet Technical Sales Manager Carl Smith, and VPJ Technical Division Chief Yasuhiro Kajitani ready for the user expo.

Xinet's Carl Smith, Xinet Technical Support Engineer Derek Barncard, and Scott Seebass meet a Xinet customer.

Gary Fisher added to Xinet Technical Sales

Xinet has strengthened its technical sales team with the addition of industry veteran Gary Fisher. Fisher started with Williams Lea and held posts at print management firm Quddos, and pre-press new media company EC2i (formally Essex Colour Services). His last position as technical sales manager with Authorized Xinet Integrator Turning Point Technologies enabled Fisher to work closely with new and existing customers to keep them up to date with continuing product developments and to provide them with technical advice and direction.



"We are excited to bring Gary onboard," said Carole Witter, Worldwide Sales Director for Xinet. "His experience as a Xinet integrator will enable him to hit the ground running and give us a better perspective on our Xinet customers through experienced eyes."

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2007 Training Schedule Expands Curriculum

Xinet's 2007 training schedule includes an expanded training curriculum for Xinet WebNative administrators and end users. Due to customer demand, each administrative training courses will run three days to include an extra day of hands-on exercises. Despite the expanded curriculum, administrative training course costs are being held at 2006 prices.

The Xinet WebNative Portal Seminar, a two-day workshop lead by Xinet senior engineers, will be offered twice in 2007.

For complete class descriptions or to register for a class, go to <http://xinet.com/training/train.schedule.html> or contact training@xinet.com

ADMINISTRATION COURSE: 3 DAYS.

Course covers product functionality, administration and configuration of Xinet FullPress, Xinet WebNative Venture, and Xinet WebNative Portal. Attendees receive hands-on practice setting up Xinet servers and using the main features of the products.

ADVANCED ADMINISTRATION: 3 DAYS.

Course covers advanced options and usage of Xinet FullPress, Xinet WebNative Venture and Xinet WebNative Portal. This course is designed for people who are completely comfortable with the administration and configuration of Xinet products and wish to expand their technical knowledge. Course includes in-depth discussion of how the products function and how to use the most significant product features.

ADVANCED TROUBLESHOOTING: 1 DAY.

Course provides attendees with real-world experience troubleshooting common problems that can occur in a Xinet server environment. Attendees are taught to analyze Xinet product log files, work with repair and debugging commands, and employ a range of other techniques for locating primary causes of server and client problems and resolving them.

XINET WEBNATIVE PORTAL PROGRAMMING SEMINAR: 2 DAYS.

This two-day workshop, taught by senior Xinet software engineers, is designed for people who have a working knowledge of Xinet WebNative Portal administration, configuration, installation and site-construction and who wish to improve their proficiency with WebNative Portal templates and custom interface design.

2007 Dates and Locations

JANUARY

22-24 Administration Course, Berkeley

22-23 WebNative Portal Programming Seminar, Munich (exact date TBD)

FEBRUARY

26-28 Administration Course, Munich

MARCH

21-23 Administration Course, Berkeley

26-28 Advanced Administration, Berkeley

29 Advanced Troubleshooting, Berkeley

APRIL

23-24 WebNative Portal Programming Seminar, Berkeley

JUNE

18-20 Administration Course, Berkeley

SEPTEMBER

5-7 Administration Course, Munich

10-12 Advanced Administration, Munich

13 Advanced Troubleshooting, Munich

NOVEMBER

Oct 31- Nov 2 Administration Course, Berkeley

5-7 Advanced Administration, Berkeley

8 Advanced Troubleshooting, Berkeley

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