

## ***FOR IMMEDIATE RELEASE***

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### **Drupa Premiere for Xinet's WebNative 6.0, PDF/X-3 & Adobe® tools**

BERKELEY, CA - April 8, 2004 - drupa 2004 is the premiere of Xinet's WebNative 6.0, FullPress 12.02, and a set of new features that help printers and prepress companies increase efficiency and profits.

New tools include Triggers and actions for a database-driven workflow, PDF/X-3 output, XTension modules for QuarkXPress™ 6, Picture Wrangler® for Adobe Illustrator®, an Adobe InDesign® plug-in, and XMP/XML support in WebNative Venture.

A server software engine that has led the industry since its introduction in 1995, FullPress constitutes the backbone of the prepress workflow for thousands of customers worldwide. Its companion product, WebNative, is a widely used Internet-based asset management and collaboration system. WebNative Venture combines an SQL database with WebNative. Xinet will demonstrate these tools at their drupa booth (Hall 7, Stand C-2), and showcase how the world's most prominent printers, prepress companies and advertising agencies increase revenues with a streamlined Xinet workflow.

"FullPress and WebNative have optimized our workflow, saved us time and brought us new customers," said Gerhard Becker, at Hanau, Germany-based DIMEDIA GmbH.

"WebNative helps us build stronger relationships with our existing customers. We have gotten many new customers by offering Internet access to their images via WebNative."

#### **Triggers & Actions**

WebNative 6.0 adds a triggers and actions feature to the Venture database. Any change to the metadata values within the database can trigger one or more actions. When a trigger is detected, an action or group of actions can be executed, such as deadlines for approval, deadlines for printing, automated e-mail notification, output generation, archiving, the movement of a file, and output of a job.

"Our customers wanted the ability to notify people when a change occurs within the database. The first version of triggers and actions has a very flexible interface so users can write their own actions based on their needs," Xinet CEO Scott Seebass said.

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### PDF/X-3

FullPress 12.02 includes a built-in, next generation RIP able to produce PDF/X-3 files to a wide range of output format options. Users can work with the PDF/X-3 format in their OPI workflow as if it were another image using standard desktop layout programs. Much like FullPress' existing configurable PDF/X-1a, PDF, and Pass4Press output, PDF/X-3 already has traction in certain markets where it is a commonly used for file delivery.

### QuarkXpress, Illustrator and InDesign workflows

FullPress 12.02 introduces a Picture Wrangler application for Adobe Illustrator users, a Picture Wrangler plug-in to support InDesign, and continued support for the already popular Picture Wrangler for QuarkXPress®. Provided with the FullPress server package, Picture Wrangler increases the speed and reliability of re-linking jobs that come from off-site.

### XML/XMP

New at drupa 2004 is a feature of WebNative Venture that allows users to export data in XML/XMP format, with more formats to follow. Now customers can integrate WebNative Venture into wider systems using an emerging standard.

"As XMP functionality is built into Adobe's Creative Suite, we saw XMP/XML as a standard that clearly will be adopted by many products to streamline workflows, and we felt that it was important to make Venture one of those products," Seebass said.

### **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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