

FOR IMMEDIATE RELEASE

Contact: Cynde Wood
Xinet, Inc.
cynde.wood@xinet.com
+1 510.845.0555

Video Previews Now Supported by Xinet WebNative Platform
*De facto digital asset management standard for ad agencies
now handles more than 80 file types*

BERKELEY, CALIF. – October 31, 2006 – 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 15.02 sites.

Video Support was previewed at Graph Expo 2006 in Chicago, October 13 through 18.

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.

“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 client base that skews heavily toward brand advertising and marketing, 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 Now Supports Video Previews

October 31, 2006

Page 2

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.

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.

Xinet's worldwide headquarters is in Berkeley, Calif.; its European office is in Munich. Xinet, FullPress and WebNative are registered trademarks of Xinet, Inc.

##

© 2006 Xinet, Inc. Xinet and WebNative are registered trademarks of Xinet, Inc. All other trademarks are the property of their respective owners.