

## ***FOR IMMEDIATE RELEASE***

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

### **Xinet Presents Xinet WebNative Version 8: Drag-and-Drop Asset Ingestion for Metadata-Driven PDF Workflows**

BERKELEY, California – March 16, 2006 – Digital asset management leader Xinet, Inc. (www.xinet.com) today announced its new, time-saving Uploader tool and a feature-rich upgrade to Xinet WebNative, the award-winning asset management solution used by Macy's, Sunbeam, Ogilvy & Mather, Time, Sports Illustrated, McCann Erickson and Quebecor World Premedia, that again raises the bar for powerful, metadata-driven DAM and PDF workflows.

Uploader is a stand-alone application that lets vendors and contractors transmit photography, artwork and other deliverables to a client's Xinet WebNative or WebNative Venture database by simply dragging and dropping files onto a desktop icon. Easy to configure and use, Uploader can require vendors and contractors to enter metadata details before uploading files. The WebNative Venture database then automatically ingests that metadata and triggers e-mail notifications and other actions to streamline the workflow.

Other new major features packed into Xinet WebNative Version 8:

- **Interactive PDF** -- Users can now review digital assets – and the metadata associated with them – by clicking directly on the images embedded in Xinet WebNative PDFs. Interactive PDFs make it easy to reuse images in production because clicking on a PDF reveals information about the source, original format and previous uses of a graphic.
- **RAW Camera Formats** -- Xinet WebNative now makes Web previews from RAW camera files from 80 professional digital camera backs, including many Canon, Kodak, Minolta, Fuji and Nikon models. Users can see previews and custom-order these files. Professional photographers can submit RAW format files to their clients, and the RAW files can be cataloged on their own WebNative servers.
- **Versioning for Illustrator CS** -- Building on the Xinet's powerful versioning tools for Photoshop, Xinet now offers a companion Versioning tool that brings the same functionality for Illustrator CS and CS2 workflows. The new Versioning tool allows designers to keep track of rounds of approved revisions, enables art directors to review work in progress, and lets clients view multiple versions of artwork in the context of a document. This is especially valuable for packaging workflows.

“This is why companies like BBDO choose Xinet WebNative for digital asset management rather than most systems available on the market: each upgrade of WebNative gives you smart ways to shave time from your production cycle,” said Jd Michaels, Vice President Director of Print Services, BBDO New York, which was recently named Global Ad Agency of the Year by Adweek and Advertising Age magazines.

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“Working closely for fifteen years with the world’s biggest ad agencies, retailers and printers guides every new feature we design,” said Xinet CEO Scott Seebass. “The tools in WebNative 8 help our customers be more creative while squeezing the most billable hours out of a workday.”

Xinet's new white paper, "How to Calculate ROI for DAM Systems in an Advertising Agency Environment" by Ron Roszkiewicz is now available for download on the Xinet website.

### **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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