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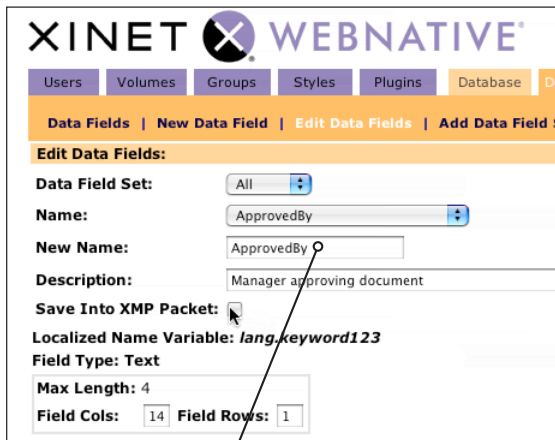
BUY WEBNATIVE PORTAL AND GET TRAINED IN OUR NEW PORTAL DESIGN COURSE

Any purchase of Xinet® WebNative® Portal during the months of November and December gets one seat in our new WebNative Portal Design course! This one day course is intended for web designers who want to become familiar with creating and customizing WebNative Portal sites. Get more details by contacting Xinet sales at: sales@xinet.com or +1-510-845-0555. A course description is shown on page 3 of this news letter or on the training pages of the Xinet website.

XINET FEATURE SPOTLIGHT XMP: READ-WRITE ASSET MANAGEMENT

XMP functionality allows creative and production staff to contribute to asset management without requiring any additional applications other than day-to-day desktop tools already in use. At the same time, Xinet® WebNative® Venture makes this data available around the world without increasing overhead.

The Extensible Metadata Platform (XMP), a rich-media format developed by Adobe, provides a way for desktop applications to embed data about a file into the file itself. WebNative Venture automatically parses XMP data and, with its robust searching and data distribution methods, enables immediate access to data for coworkers and clients worldwide.



WebNative Venture automatically reads and writes information from any file format containing XMP metadata such as AI, AVI, DNG, EPS, INDD, JPG, MP3, PDF, PNG, PSD, TIF, WAV. The tools staff members use daily already contain the interface for metadata entry, so populating the database is simplified.

It is also possible to make custom XMP fields on the client side and corresponding data fields on the WebNative Venture server. As long as the custom XMP panel is available on the client machine, the data will be visible in the “File Info” window in Adobe applications whether the file is on a Xinet server or not. Benefits include:

- Standard desktop applications (rather than database or cataloging applications) become the front end for entering data into the system
- WebNative Venture can read and write any file format containing XMP metadata
- Asset management systems become integrated with the creative process early in the workflow
- Users continue working in their day-to-day environment yet contribute valuable information to the asset management system

MAKING XMP WORK AT YOUR SITE

One of XMP's key features is its extensibility: administrators create whatever custom forms they need. Adding corresponding fields to the WebNative Venture database is easy and straightforward. As a result, workflow-specific intelligence becomes available immediately for global collaboration.

To see a video demonstration highlighting the use of XMP in the workflow, go to: www.xinet.com/marketing/xmp_demo.mov. The video will show how a custom metadata field in WebNative Admin can be used to write XMP metadata when approving a Photoshop image. After the file is approved, its XMP metadata, which was edited using WebNative Portal, contains user approval information when viewed in the Photoshop menu under ‘File Info.’



From the Data Fields tab, create and save the custom metadata into the XMP data of the Adobe file.

To get a personalized demonstration about XMP, e-mail sales@xinet.com and mention the Xing Late Fall Issue. You can also download a copy of the product sheet here: www.xinet.com/marketing/XMP.pdf

HOT DAM!

Late breaking news from the Xinet Users Group



The Xinet Users Group (XUG) now has members on four continents: North America, Europe, Asia, and Australia. In keeping with its aggressive move towards internationalization, XUG has announced the election of Nick Gowler to the XUG Board of Directors. Nick is a veteran Xinet user working in production and content management at Pearson Education Ltd in the UK, one of the largest educational publishers in the world.

XUG has also introduced an e-mail newsletter for the Xinet community. Distributed every two weeks, it is available in HTML or text format. Anyone interested in receiving the newsletter should enroll in the 90-day free trial XUG membership. To sign up, go to: www.xinetusersgroup.org/promo.php.



AWARD AWARD-WINNING UK REPRO COMPANY BENEFITS FROM XINET WEBNATIVE SUITE

Established in 1994, Zebra's professionalism and dedication to client service has made it one of the leading prepress companies in the UK, winning Printweek's "Pre-press Company of the Year" in 2005 and 2006. Zebra found the Xinet® WebNative® Suite to be vital in helping to increase its competitive strength.

"We conducted a great deal of research into the various Digital Asset Management solutions on the market at the time and Xinet's ease-of-use made it the natural choice for us. With Xinet, we can literally put our file system online instead of having to create an asset catalog. Additionally, Xinet's solution is flexible enough to be able to grow with us as our company and needs grow," said Paul Samuels, technical director at Zebra.

"Buying the Xinet WebNative Suite is probably one of the best moves we made. As an 'out-of-the-box' solution, Xinet does everything it says it will straight way. From the point of view of sending data to people and receiving data from people, we believe it has been very cost-effective. When we looked at Xinet's competitors, they seem to include small innovations to their software but not any major value-adds like Xinet. With WebNative Venture's database, Triggers and Actions, and some of the new upgrades that we have been told are coming, it's good to know that Xinet is a company that continues to invest in new applications and is always moving forward," says Samuels.

Read the full Zebra case study online at:
http://www.xinet.com/solutions/prepress_zebra.html



PRE-MEDIA COMPANY UTILIZES THE XINET WEBNATIVE SUITE TO STAY COMPETITIVE

A premedia provider to many advertising agencies in the New England area, Williams & Partners implemented Xinet to offer clients the type of robust, powerful Digital Asset Management that helped Williams & Partners to stay competitive and achieve profitability.

Xinet was one of the first investments the company made at its inception in 2000. Williams & Partners initially implemented Xinet FullPress® because they needed an easy-to-use solution for FPOs and image swapping. When clients began requesting a Digital Asset Management solution, Williams & Partners added the Xinet WebNative Suite, which enabled them to reach customers outside the Boston area and give clients access 24/7 to an image bank.

"A big reason we got WebNative is that agencies wanted us to become a full-time image bank for their large clients," Williams said. "Since we were doing their prep work, WebNative lets us provide a secure area for clients to download their high- and low-res images."

Read the full Williams & Partners case study online at:
http://www.xinet.com/solutions/prepress_wps.html

2008 DATES AND LOCATIONS

DECEMBER 2007	
3	WebNative Portal Design
JANUARY 2008	
25	WebNative Portal Design
FEBRUARY	
20-22	Administration
25	WebNative Portal Design
26-29	Advanced Administration
MARCH	
25-27	Administration
28	WebNative Portal Design
APRIL	
18	WebNative Portal Design
MAY	
5-7	Administration
8	WebNative Portal Design
JUNE	
3-5	Administration
6	WebNative Portal Design
9-12	Advanced Administration
JULY	
18	WebNative Portal Design
AUGUST	
11	WebNative Portal Design
SEPTEMBER	
15-17	Administration
18	WebNative Portal Design
OCTOBER	
17	WebNative Portal Design
NOVEMBER	
4-6	Administration
7	WebNative Portal Design
10-13	Advanced Administration
DECEMBER	
12	WebNative Portal Design

2008 XINET TRAINING SCHEDULE

Xinet is pleased to announce its 2008 training schedule. All courses for 2008 will be held at Xinet corporate headquarters in Berkeley. Training courses are designed for new administrators, those who want to refresh or enhance their existing knowledge, and those who want to learn how to use Xinet products to their full advantage.

Among the course offerings:

ADMINISTRATION FOR XINET FULLPRESS, XINET WEBNATIVE VENTURE AND XINET WEBNATIVE PORTAL: 3 DAYS

This three-day class covers basic functionality, configuration and usage of FullPress, WebNative Venture, and WebNative Portal. The course is designed for people who are relatively new to these software products and want to know more about the products' capabilities and how to configure and administer them.

ADVANCED ADMINISTRATION FOR XINET FULLPRESS, XINET WEBNATIVE VENTURE AND XINET WEBNATIVE PORTAL: 4 DAYS

This four-day class covers advanced options and usage of FullPress and WebNative Venture. The course is designed for people who are completely comfortable with the basic configuration, administration, and operation of these Xinet software products and wish to expand their technical knowledge.

XINET WEBNATIVE PORTAL DESIGN COURSE: 1 DAY

This one day course is intended for web designers who want to become familiar with creating and customizing WebNative Portal sites.

Instruction will cover the range of WebNative Portal tags and templates. Attendees will learn how to adjust page layouts, headings and design components, as well as the levels of functionality/access which users will have once they've logged in to view their assets on your WebNative Portal system.

All WebNative Portal tools will be discussed with page composition as a focus: based on the needs of your clients, you'll be able to add/remove WebNative Portal functions and present individual users with their own unique custom-branded view of the assets you're holding for them on your WebNative server. The use and customization of WebNative Portal's asset control features will be demonstrated: on-line approval, asset timer, and asset requests. Working with built-in WebNative Portal templates and your choice of Web design software, you'll learn how to apply WebNative Portal Buttons on your clients' browsing pages, and how to customize searching functionality, users' ability to download, and all underlying WebNative interface controls.

For complete class descriptions or to register for a class, go to http://www.xinet.com/help/training_index.html or contact us via e-mail: training@xinet.com

Know someone who would like
a copy of Xing? Opt-in at:
<http://www.xinet.com/company/xing.html>