



XINET

Xinet Asset Management: Your Work. Your Workflow.

A server-based digital asset management system integrated with a powerful graphic production and networking infrastructure, the **Xinet® WebNative®** suite is an elegant system that powers multi-site collaborative networks linked over the Internet and accessible through any browser.

COLLECT illustrations, photography and other digital assets by uploading files along with XMP-formatted metadata. WebNative supports 50+ image and native document formats.

INCORPORATE metadata already appended to any Adobe Creative Suite product in XMP. Additional metadata can be read into Xinet WebNative from any XML-compatible database or can be input to individual files or batch edited. XMP-formatted masters are quickly modified to include unlimited custom metadata fields.

MANAGE WORKFLOW with tools that are easy to apply to your company's standard operating procedures. Custom-automated triggers and actions alert creative management to receipt of uploaded assignments, cue documents for review, notify clients of for-approval assignments, relay approvals throughout a team, and automate delivery of final mechanicals to print partners.

COLLABORATE internally with graphics versioning tools and plug-ins that show availability or changes to document elements. Collaborate externally by sharing files and previewing documents.

SECURE your assets with Access Control Lists and by adding WebNative Portal, the proxy-server based front end for Web-accessed networks.

GROW It's as simple as adding servers. With WebNative Portal, users can search across every volume on the network and around the world quickly and efficiently.

"With the Xinet solution, Quebecor has lowered labor costs by leveraging employees from different plants during peak busy times."

Scott Pellicone, Director of Technology Quebecor World Premedia

REFORMAT art to fit the specs of any job: With Xinet WebNative tools you can order customized versions of a file and download them to your desktop. Turn a TIFF into a JPEG. Change the DPI or color space. Crop or resize. Choose a single piece of artwork to repurpose or apply identical custom specs to a batch.

CREATE documents using FPO images dragged and dropped from WebNative, then relink to high-resolution images using the Xinet Picture Wrangler plug-in.



Xinet WebNative

The de facto standard DAM system among the world's largest advertising agencies, the Xinet WebNative platform is the popular choice for retailers, publishers, and corporate brand owners, too.

TIME

YOUNG &
RUBICAM
BRANDS

TOPPS

★ macy's



Quebecor World



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The Xinet WebNative platform is the dynamic digital asset management environment that dramatically streamlines the collection, access, production, distribution and archiving of graphic media for advertising, publishing and corporate communications. This cross-platform system accelerates the creative and production workflow by breaking down barriers between staff, vendors and clients — providing powerful tools that can be used any time, anywhere.

“Before Xinet, we used 10% of our staff to handle image requests and send files to our clients. Now it takes less than 3%, saving \$80,000 in labor the first year alone.”

Steve Gleason, Director of Integrated Studio Services **Young & Rubicam Brands**

WebNative ingests and stores high-resolution assets, instantaneously providing virtual low-resolution and Web-standard views of each file in separate volumes. An end user designer can work with low-resolution graphics more efficiently through the layout and approval stages of the workflow, then automatically link documents to high-resolution files custom-configured for his mechanical for output.

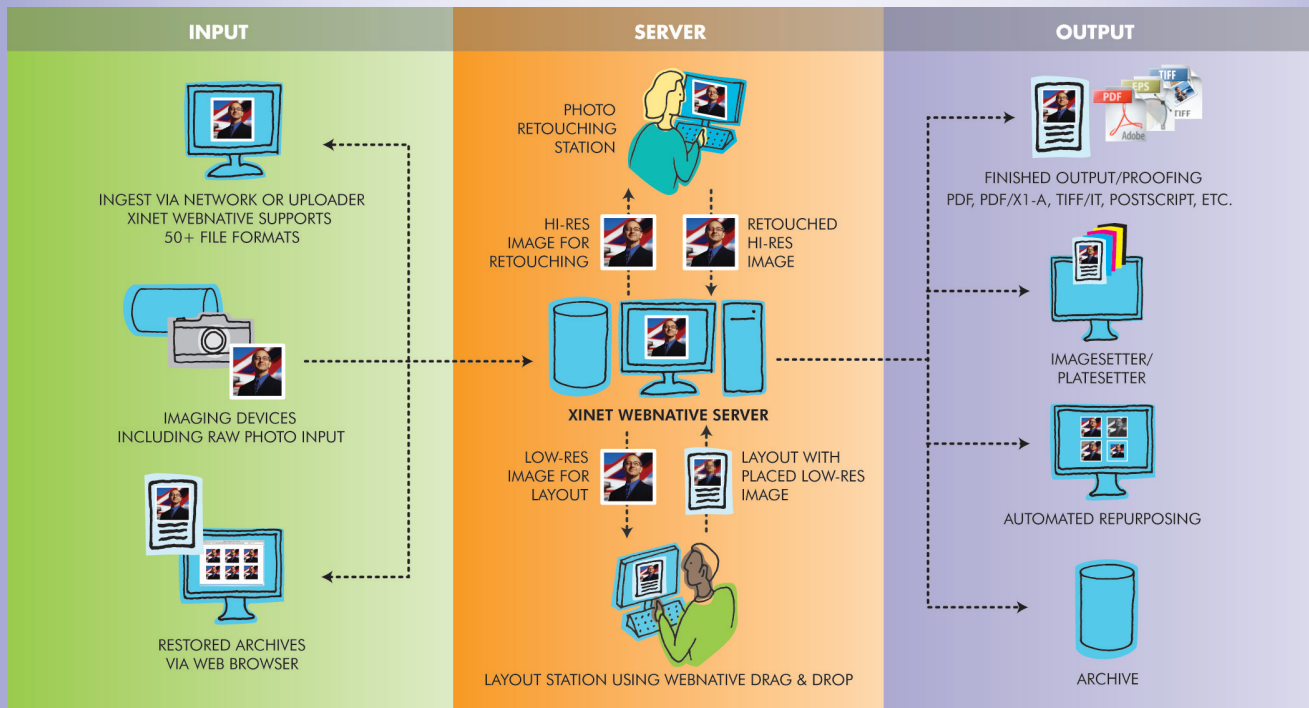
With hundreds of features developed specifically to enhance the design process and facilitate premedia production, WebNative saves time by automating time-consuming graphics customization and output tasks.

WebNative also automates and enhances many aspects of the intertwined design and production workflow by providing a set of “trigger and action” tools that let you set up automated distribution of artwork or layouts, client sign-off protocols and next-step notifications. Using metadata “triggers”, a layout can move from designer to client and back to a production output queue for output in any one of a number of formats without touching the desk of a traffic person.

“So many pieces of the puzzle are suddenly all in one place in one product.”

Stefani Pagano, Vice President, Manager of Digital Services

McCann Erickson



Xinet WebNative Benefits

- Simplifies digital asset storage, access, use and distribution
- Reads/writes XMP-formatted metadata packets – imported with assets or from any XML-compatible data source
- Enables multi-site collaboration
- Uses metadata to automate production tasks throughout creative process
- Automates notification of stakeholders throughout the workflow
- Integrates with multiple workflow systems and output devices
- Provides data security and asset usage controls
- Allows custom branding of interface “skins”

Xinet WebNative Features

Document Handling

- Drag and drop images from Web browser into layouts
- Images updated with relinking tools
- Dynamic previews display updated images in QuarkXPress, Adobe InDesign and PDF documents
- Interactive PDFs link to image data in WebNative volumes
- XPress, InDesign document preview does not require native application on desktop

Image Handling

- Handles any image or document format; previews 50+ image and native file formats including RAW format files
- Easy ingestion of assets and metadata – locally or remotely – using Xinet Uploader application

Xinet WebNative digital asset management is the hub of the creative and production workflow.

- One-click collection of elements for download in high-res or low-res
- On-demand custom images: Cropped, scaled, reformatted
- Batch image conversion of all or select files
- Automatic generation of preview documents – viewable to all stakeholders including those who do not own native applications
- Version control plug-ins for Adobe Photoshop and Illustrator
- Contextual menus relink images in native documents with updated WebNative files
- Easy review of image use across all document files
- Manage color with imbedded ICC profiles

Production

- Metadata-triggered automation of production tasks
- Custom hot folders and output spoolers
- Color correction and un-sharp masking tools
- Print queue management
- Optimized output generation: Scaling, source cropping, preflighting
- Output: PostScript, PDF, PDF/X1-A, PDF/X3, TIFF, TIFF/IT, and more

Localization

- Interface automatically localized in 14 languages – possibly a different language for every End User
- 40+ local Authorized Xinet Integrators provide additional customization

Enterprise

- Platform-neutral system supports Mac OS X, Red Hat Linux, SGI IRIX, Sun Solaris, and Windows servers; Mac and Windows clients.
- Authentication through LDAP, Active Directory and OpenDirectory.
- Scalability as easy as adding servers locally or in offices across the globe: Xinet WebNative Portal recognizes every asset on the network regardless of location
- Flexibility to integrate with CRM, ERP and MIS systems; production workflow software; all PostScript and PDF RIPs

Database

- Reads and writes XML-compatible metadata
- Automatic import of XMP packets assigned to Adobe CS/CS2 files
- Unlimited custom metadata fields
- Transactions logged for analysis and/or billing
- Simple administration – no dedicated database programmer necessary

Archiving

- Archives remain searchable and viewable via WebNative
- Quick restore of archived files
- Flexible media options

**Xinet Asset Management:
Across the Enterprise and Around the Globe**

The Xinet WebNative suite features the renowned graphics file-server engine developed for Xinet Full-Press. Whether your digital asset management need are local or global, for an extended workgroup or enterprise-wide, Xinet solutions fit your needs today and can scale as you grow.

Xinet WebNative offers an easy-to-use, browser-based graphic interface view of files hosted on the server.

Xinet WebNative Venture adds the power of a SQL database to search and metadata-powered workflow functionality.

Xinet WebNative Portal is a robust Web-hosting package that allows businesses to host secure, highly customizable, DAM portals powered by WebNative Venture.

System Requirements

Xinet WebNative, Xinet WebNative Venture and Xinet WebNative Portal run on Apple Macintosh OS X, Microsoft Windows, Red Hat Linux, Silicon Graphics IRIX and Sun Microsystems Solaris server platforms.

WebNative server installation requires a copy of Apache http-webserver from the Apache Software Foundation.

End users can access WebNative via any current standard Web browser application over the network or over the Internet.

About Xinet

Xinet is a leading developer of high-performance server software applications for graphics and media professionals.

Founded in 1986 as mt. xinu, a cooperative of Unix system programmers, Xinet was incorporated in 1991 in Berkeley, California. The company's European office is in Munich.

To view video testimonials of Xinet customers at Ogilvy & Mather, McCann Erickson, Macy's, *Time Magazine*, *Sports Illustrated*, Quebecor World Premedia, and Rohm and Haas, visit www.xinet.com.

For More Information:

Contact your Authorized Xinet Integrator or Xinet today.

XINET[®]
www.xinet.com

"When clients come to us for fulfillment across Europe or the world, we have a global digital asset management system already in place – the Xinet solution."

Duncan Stokes, Creative Services Director **Ogilvy & Mather, Ltd.**

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