



XINET

XINET WEBNATIVE

## Digital Asset Management: Your Work. Your Workflow.

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 anywhere.

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

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 final documents to high-resolution files custom-configured for output.

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

**COLLECT** illustrations, photography and other digital assets by uploading files along with XMP-formatted metadata. WebNative supports 20+ image formats including Adobe Photoshop native, EPS/EPSE, TIFF, TIFF/IT, JPEG and RAW.

**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.

**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.

**CREATE** layouts faster using FPO images downloaded from WebNative, then relink to high-resolution images stored on the server using the Xinet Picture Wrangler plug-in.

**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, 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.



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

#### 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
- 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

“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**

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](http://www.xinet.com).

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