

## Xinet WebNative Solutions for Publishing Live Production Workflow Tools Lead to Faster Close

With increasing pressure to deliver more timely content, meet press deadlines with precision, and eliminate redundant labor, magazine publishers need a flexible, efficient asset management system that not only enhances editorial production workflow, but also delivers immediate return on investment.

### Xinet WebNative

The digital asset management (DAM) system of choice for dozens of newspapers, newsweeklies and glossy magazines worldwide—including Time, Fortune, and Sports Illustrated—is Xinet® WebNative®. This system not only receives, catalogs and serves as the distribution center for live images and page documents, it also automates processes in the established editorial production workflow.

### Immediate Access

Freelance photographers and graphic artists—writers, too—upload assignments to WebNative via Uploader, a drag-and-drop application that ingests custom metadata along with files.

### Workflow Automation

Metadata “triggers” instantly notify editors and page designers that freelance submissions are in the workflow and available to review or download as high-resolution or low-resolution/FPO files.

### Simultaneous Document Access

Copy desk, layout and production departments collaborate via browser-based interface on layouts, accessing high- and low-resolution versions of files and documents simultaneously.

### Interactive Proofs

Interactive PDF proofs give editors quick access to page elements, including historical review of previous or simultaneous image use.

### Convenient Off-site Uploads

Advertisers can submit materials via the Xinet Uploader application in PDF or TIFF/IT formats.

### Image Repurposing

Print material can be automatically repurposed for Web site content.

### Easy Archive Retrieval

Archived content previews are searchable via a WebNative browser interface, whether nearline or offline, making materials for reprint easier to locate.

# TIME

“The most important feature of the Xinet solution is the flexibility of the product. We can easily configure our environment to accommodate the needs of departments other than imaging and production, without engaging programmers and Web specialists.”

**Even Clemens**  
Technology Operations Manager  
Time

*View case studies and case study videos at [www.xinet.com](http://www.xinet.com).*

*Contact [sales@xinet.com](mailto:sales@xinet.com) for a complimentary WebEx demo.*

Xinet, Inc.  
2560 Ninth Street, Suite 312  
Berkeley, CA 94710 USA  
T +1 510.845.0555