

PubliAtis is a new generation collaborative editorial system that allows professional and non-professional publishers to develop new revenue streams while dramatically optimizing their profitability. **PubliAtis** merges the different publishing and distribution processes, from content creation to final distribution to the audience, as well as formatting, ad management, multiformat creation, and production of performance indicators.

Light and always accessible through the Internet, **PubliAtis** allows all the participants in your editorial chain to work in collaborative mode. This results in rapid implementation for our clients, continuous upgradeability, and immediate gains in productivity.

AMONG OUR CUSTOMERS



LIGARIS L'AGENCE



Le Point.fr



PUBLIATIS

ON DEMAND PUBLISHING SOLUTIONS

THEY LEVERAGE THEIR PUBLISHING BUSINESS USING PUBLIATIS SOLUTIONS. A FEW EXAMPLES:

- Setup of an extended virtual newsroom
- Multichannel publishing: print, blog and E-newsletters
- Collaborative workflow between marketing consultancy and their clients
- Automated page layout of internal magazines
- Website publishing and content syndication
- Real-Time collaborative work among multiples flat plans
- Indexing and conservation of editorial assets

World's First On Demand Editorial System



PUBLIATIS
ON DEMAND PUBLISHING SOLUTIONS

PUBLIATIS
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www.publiatis.com



A complete distribution and publication workflow

INTEGRATED APPLICATIONS

Publishers generally use a group of assorted applications in order to fabricate their publications, distribute them to the public, and confirm that they have been properly delivered. **PubliAtis** brings all of these functions together in one software platform, enabling both editorial managers to better control the production flow, and users to work in collaborative mode, faster and with ease.

Producing the entire publishing and distribution chain in one application ensures perfect data integrity, minimizes the risk of errors, and eliminates compatibility issues between programs.

PubliAtis brings together:

- Content creation (input and automated integration): text, images, sound and video
- Correction and article approval directly in the flatplan
- Layout creation and management
- Automated formatting
- Multichannel creation (paper, electronic, feeds)
- Production control
- Recipient management
- Multichannel distribution (printers, HTML, e-mail, RSS, Internet, intranet)
- Readership monitoring and tracking
- Creation of subscriber surveys
- Ad management

WORK COLLABORATIVELY

PubliAtis is built around a powerful engine that defines the roles and rights of each user. The fully parametrizable engine includes professions by default: freelancer, writer, editor-in-chief, computer graphics designer, layout artist, distribution manager, marketing associate, advertising manager, advertiser, and publisher.

Each user's functions and areas of responsibility are defined by functionality and type of content. **PubliAtis** integrates an internal e-mail system and automated alerts.

SECURITY, TRACKING OF DATA AND ACTIONS

Implementing a high-performance multichannel distribution system requires perfect data integrity. **PubliAtis** proposes a robust content indexing system that is customizable by section, thesaurus and key words.

All actions on **PubliAtis** are tracked and saved, and data exchanges are encrypted. Through individual connection parameters and rights management, users only have access to specific content and publications.

A unique proposition in terms of technology, fields of use and price

LIGHTNESS

PubliAtis is the only editorial system that is based solely on web technologies. All of **PubliAtis'** functionalities are accessible by a simple Internet browser (IE, Firefox or Safari). **PubliAtis** does therefore not require any software programs to be installed on the computers of your associates. You thus drastically save on the costs of licensing software and maintaining your computer equipment.

NON-STOP AVAILABILITY

As it is accessible through the Internet, your editorial system is available from any PC connected to the web, 24 hours a day, 7 days a week. This continuous availability is a major benefit for publishers who employ freelancers, field reporters, or correspondents in several locations. The "virtual editorial office" is finally a reality.

CLIENTS AND PUBLICATIONS

PubliAtis serves the needs of different types of publishers:

- Press Groups
- Companies
- Associations
- Universities
- Administrations
- Local governments
- Communications Agencies

allowing them to publish in print, web, WAP, e-mail, RSS and podcast formats their:

- Newspapers
- Internal and external company newspapers
- Newsletters
- Electronic newsletters
- Technical data sheets
- News bulletins
- Internet sites
- Intranet sites

MARKETING

PubliAtis is available in two different packages:

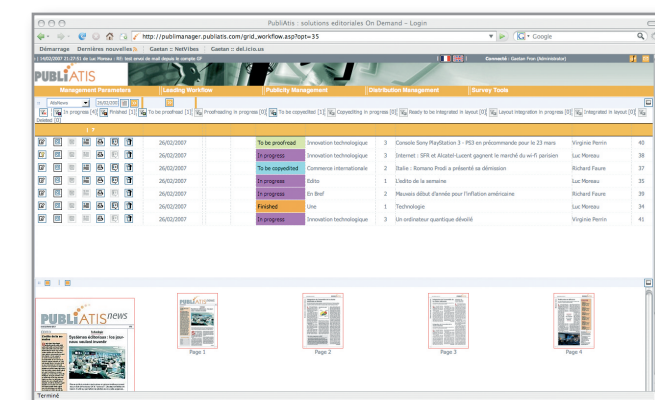
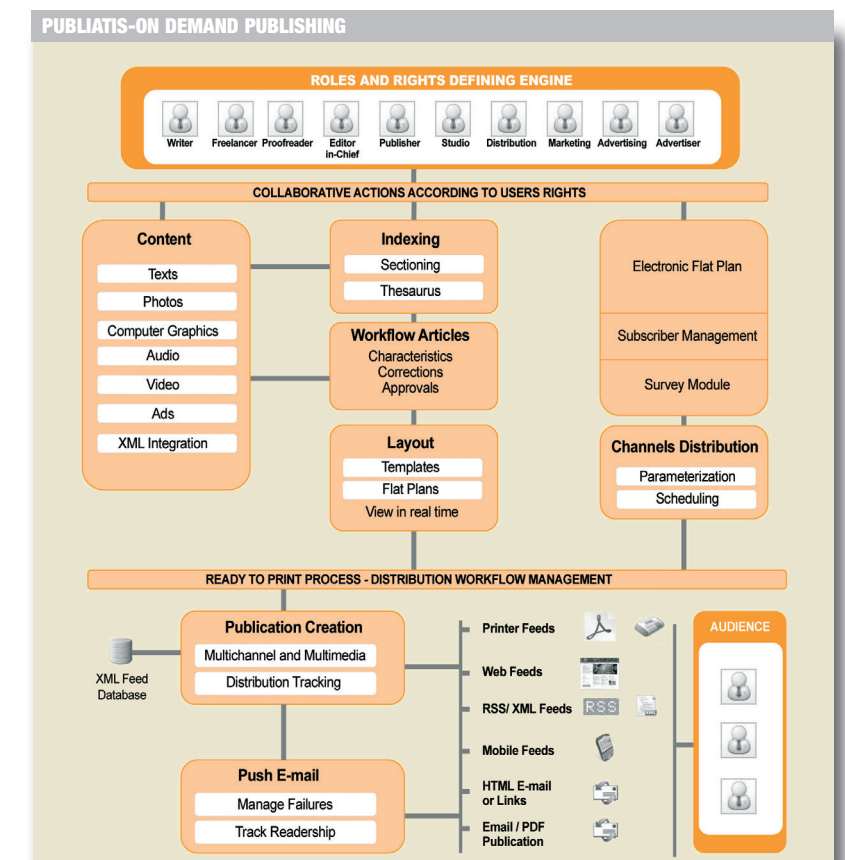
In ASP mode: no software installation is required and your complete editorial system is available on www.publiatis.com. You automatically benefit from **PubliAtis'** new functionalities.

In License mode: installed on your local network, your editorial system is fully customizable, and can be significantly adapted to interact with your management systems (CRM, accounting gateways, databases...).

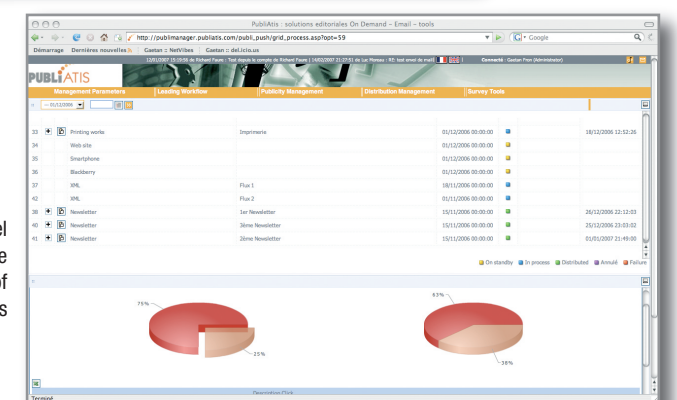
SERVICES

PubliAtis provides its clients with a complete offer of assistance and optimization services for using its software. These include: auditing, recommendations, custom development, rollout training and assistance, feed integration, and editorial layout creation and revision.

The integrated publication and distribution chain



■ View flatplans in real time



■ Multichannel distribution consult the readership rates of electronic publications