

## Press and Media

### PubliAtis offers a unique editorial engineering solution

- Light (100% Web-based)
- Multichannel
- Unbranded version available
- New economic model (extremely competitive licenses and subscriptions)

### Main Functionalities:

#### ▪ Create content

- Input items
- Insert multimedia elements
- Indexing engine
- Dynamically insert external sources

#### ▪ Formatting

- Parameterize layouts
- Automated formatting studio
- Electronic Flatplan

#### ▪ Multichannel editing

- PDF HD for paper printing
- HTML for Internet sites, intranets and newsletters
- E-mail & text messaging
- RSS feeds
- XML feeds for syndication
- Podcasts & Video Podcasts

#### ▪ Distribution

- Automated distribution
- Manage subscribers
- Fully track readership

#### ▪ Surveys

- Conduct surveys
- Track and analyse results

#### ▪ Control, security and tracking

- View the progress of your editorial and distribution projects in real time
- Individually manage users' rights
- Exchange encrypted data
- Fully track actions

PubliAtis is the first new generation collaborative publishing system designed for press and media groups that are interested in optimizing the profitability of their publications.

**PubliAtis is integrated.** By bringing together all the media workflow elements into one database, you have easy and continuous access to your publishing platform. You benefit from detailed control over the editorial production of your writing team, and the distribution of your publications to your audience.

**PubliAtis is light.** Fully based on Internet technologies, PubliAtis does not require any software to be installed on the computers of your associates. You thus drastically save on the costs of licensing software and maintaining your computer equipment. Your publishing system's internet accessibility also provides you access 24 hours a day, 7 days a week from any PC connected to the web. This is particularly important for your freelancers and outside contributors, as well as for traveling sales teams.

**PubliAtis is complete.** Based on significant experience in the trade, PubliAtis is built to streamline the main production processes for press publishers: organize the writing, editorial flow management, formats and layouts, ad management, distribution operations, and marketing actions.

### Why PubliAtis?

#### Work in collaborative mode

With a unique platform for editorial production, advertising and distribution, you can put efficiently optimize the organization of the writing, contracting, marketing and distribution. Your employees will not use assorted applications that cannot guarantee data integrity. On the contrary, they will consult and share the same elements in real time, allowing the teams to better collaborate, and the productivity of your company to significantly improve.

#### Lower your operating expenses in the long term

Beyond its very competitive approach to fees, the lightness of PubliAtis' system allows you to easily roll out and maintain the platform, without specific software installations on users' computers. No more initial licensing costs, cumbersome and costly updates, or forced evolutions of machine parks.

#### Rollout a multichannel publication strategy

As the behaviors of press readership rapidly evolve, the crucial key for publishers is to meet new behaviors in information consumption. By its nature, PubliAtis Workflow was built in order to publish your content in computer mediums favored by your audience: print mediums (PubliAtis runs Adobe InDesign, the reference for formatting software), digital web mediums (PDF, Internet sites), e-mail (in HTML or attached PDFs), mobile terminals (WAP, sites, BlackBerry), in addition to new generation digital mediums, such as RSS feeds and podcasts. Since implementing these distribution channels is easy and immediate, you do not need to reinvest in a specific solution.

#### Adapt PubliAtis to your organization

PubliAtis is a fully parametrizable solution that is perfectly adaptable to the specifics and processes of your organization (customizable roles, paper approval rules, subscriber rules management, ad management strategy). Additionally, PubliAtis can be interfaced with your TRM, subscription management, accounting platform, document database...

#### Take advantage of an exceptional ROI

Built on a modern vision of publishing software, PubliAtis is the best available solution on the publishing systems market in terms of the relationship between performance and return on investment. PubliAtis' system is affordable, and easy to roll out and maintain. You save on maintenance costs by not using assorted systems and complex or inexistent gateways. In addition, PubliAtis' teams provide high-end services to accompany you in your projects and roll out, and in the parameterization of your editorial workflow.