



ElementCMS Product Info

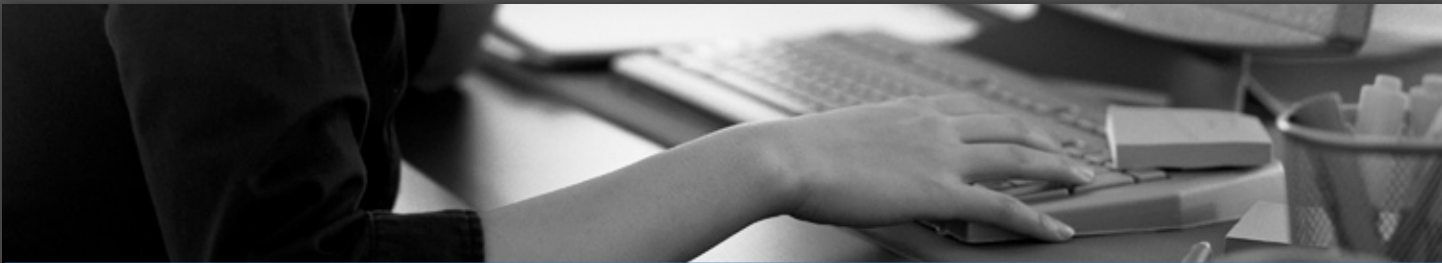
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Why choose ElementCMS?

ElementCMS is brought to you by Netmage Media, a leading design and web applications development firm located in Victoria, Canada.

Netimage Media's impressive client list includes large corporations and government agencies such as :

- ▶ University of Ontario Institute of Technology (UOIT)
- ▶ Durham College
- ▶ Corporation (Municipality) of Delta
- ▶ Environment Canada
- ▶ Department of Foreign Affairs and International Trade (DFAIT)
- ▶ Municipal Software
- ▶ Mercurial Communications
- ▶ Innovation and Development Corporation

An extensive background evaluating and solving content management issues led to the development of ElementCMS. Built upon the robust Microsoft .NET framework, ElementCMS offers enterprise-level features at a fraction of the price in both licensed server and ASP hosted solutions.

ElementCMS achieves automation of your content flow and storage processes through an easy-to-use interface ensuring maximum ROI and minimized time to deployment.



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PG. 2



How does it work?

ElementCMS concentrates on empowering content contributors and editors to update content faster and easier than ever before.

Content is separated from the presentation layer using templates that define editable areas of each page.

Editing and access capabilities for each user are defined by their user group as laid out in the user management system.

Content editors only need to know how to use their web browser. The unique interface allows them to simply browse through the site and have editable areas identified to them based on their assigned permissions. Clicking on one of these opens the associated editing interface and changes are then submitted to the workflow that's been defined. Images, sound, and video are all easily found and inserted using the advanced asset management system.

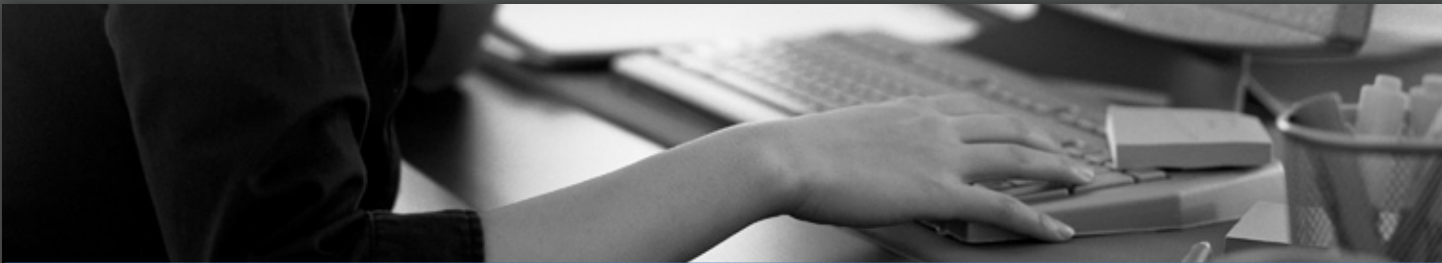


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Standard Features

ElementCMS includes features you've come to expect from other Enterprise-level CMS applications, such as:

- ▶ In-Context browsing & editing for non-technical users
- ▶ Project viewer interface for power users
- ▶ Role-based security / user authentication
- ▶ Digital asset management
- ▶ Content re-use / sharing
- ▶ Workflow designer / manager for multi-step approval processes
- ▶ Automated email notifications
- ▶ Concurrency control
- ▶ Customizable templates supports any site design
- ▶ Web based XHTML editor
- ▶ Automated email notifications
- ▶ Multilingual capabilities
- ▶ Full-text searching
- ▶ Detailed history / audit trail
- ▶ Infinite versioning and rollback
- ▶ My tasks / all tasks reporting
- ▶ Microsoft Word filtering
- ▶ 100% browser based
- ▶ Find and replace
- ▶ Spell checker
- ▶ Stylesheet support
- ▶ Integration of any dynamic scripting language (ASP, PHP, etc.)
- ▶ Page preview
- ▶ Extensible content framework w/ Open APIs
- ▶ Support for any type of content : Events Calendars, News releases, photo galleries, Contact lists, FAQs, Product catalogs, Site Map, etc.
- ▶ Usage tracking for pages, assets, templates
- ▶ Content lifecycle control - schedule publishing / expiring
- ▶ Manage multiple web sites
- ▶ Full support for accessibility standards (W3C WAI Priority 1 & 2, Section 508)
- ▶ Support for RSS syndication or custom XML feed
- ▶ Built-in support for XML data consumption
- ▶ Content comparison tool to highlight edits
- ▶ Automatic Link checking / fixing of dead links

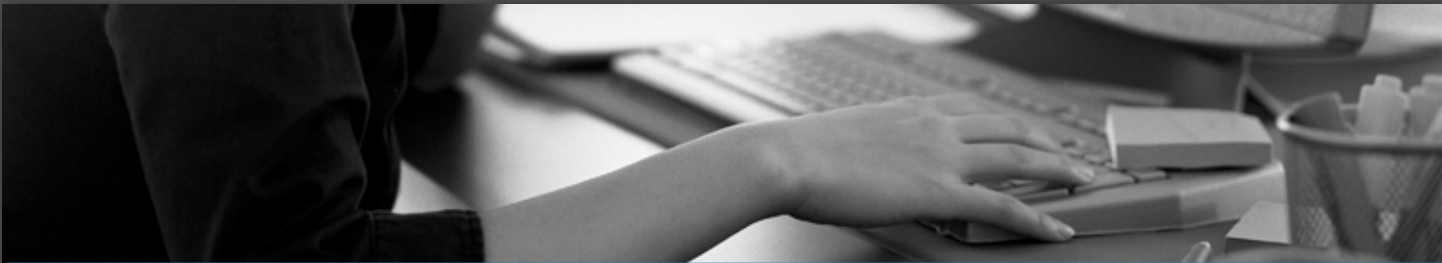


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Products

Netimage Media makes available a variety of services in conjunction with the ElementCMS product. We are able to support your organization throughout the whole process, from procurement to deployment. These services include:

- ▶ Evaluation of content management needs.
- ▶ Putting forth recommendations.
- ▶ Integration of ElementCMS.
- ▶ Integration with other internal systems.
- ▶ Deployment.
- ▶ Training and support.

The offering of these services now and in the future is part of our commitment to your organization's success. However, thanks to the simple HTML-like tags used by ElementCMS and its open API, integration and deployment of the system could be carried out by any other technical firm or the organization's own technical staff.

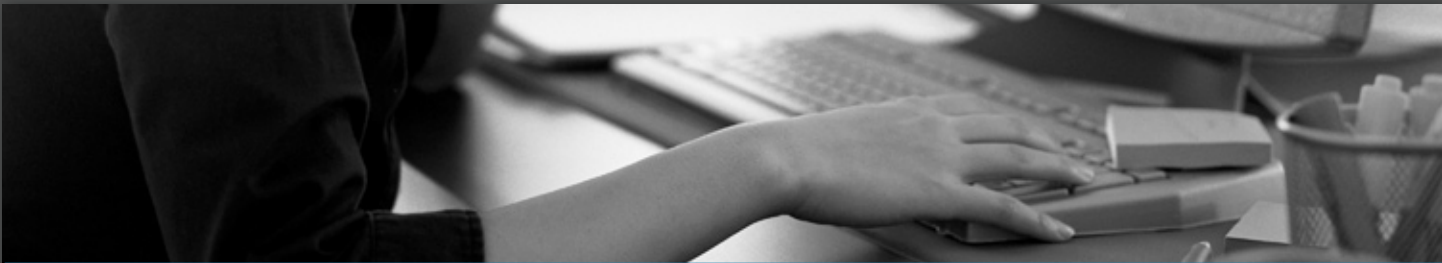


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Services and Support

The ElementCMS service and support program is an essential component of the solutions we deliver to organizations around the globe.

These support programs are designed to ensure your organization's success. Several support programs are made available for your organization to choose from. In addition, support programs can be customized to meet your organization's specific needs and budget.

Training is a vital part of support and can be delivered to key staff members through a variety of means including video conferencing, onsite, or at our own facilities. Thanks to the easy-to-use interface used by ElementCMS, these training costs are minimal if needed at all.

Support and training programs are available regardless of what version or delivery method of ElementCMS your organization chooses to employ.



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