



► *management*

Icon News

*The perfect Intra- und Internet-solution
for communications professionals*

We have given a lot of thought to how we can provide publishers, advertisers, pr and web agencies with a special, universal instrument to optimize Internet sites, web portals and their own Intranets in such a way that processes can be simplified and costs reduced. The result is ICON NEWS: A systems solution which has no problem communicating with their user applications.



Mastering content with elegance and at low cost

Web-solutions – often blind in one eye

For communications enterprises, presenting content on the Internet has long been a matter of course. Intranets have increasingly become the main platform for internal corporate communication. Ideally, the knowledge of the whole company is accessible here, sensibly organised, the workflow is optimised, dates are coordinated and information streamed into the proper channels. However, in most cases, web-based presentations have remained a foreign body, mainly because there was no simple integration of user applications. What had already been worked could only be transported in the form of screen-shots or had to be subjected to time-consuming and expensive conversion. This meant that considerable potential for saving time and optimizing the workflow could not be taken advantage of.

The intelligent way to put your data on the Intranet and Internet

For the fully automatic transformation of your corporate information into web page form, we use an excellent content management system which has proved successful on the IT market, (Obtree C4). We have enhanced it with all the additional functions your Intranet needs and solved the tricky problem of the direct integration of applications popular in the sector such as Word, PDF, QuarkXpress and others. At last, web-based files 'come alive', and can be worked on directly and saved in the original format. The result is ICON NEWS – the all-in-one solution for web-based communication by communications professionals.

Modules and functions

Combined applications

ICON NEWS can be used as a powerful media data bank with the integrated Obtree C4. It has an integrated PDF-converter and can convert both your QuarkXpress* and your Word files.

XML-Integration

This module enables you to publish diverse media formats without any problems. Integrate your QuarkXpress*, Word and PDF** documents directly into your web-based communication.

Personalization

We have made sure that you can pull out all the stops when it comes to personalizing your web-based communication. This really means added value through direct and targeted addressing, information and advertising offers.

Content Syndication

Open interfaces such as NewsML enable you to provide your publisher's web site with the latest information and news (e.g. Reuters News) without doing anything yourself. This means you will always be completely up-to-date, automatically. You can also make the latest news available to third parties – either free of charge or on payment of a fee.

Remote Access

All the functions of ICON NEWS can be accessed from external computers, as long as they can be connected to the internal LAN. As the process of extending these connection options progresses, we come ever closer to the journalist's ideal of 'anytime, anywhere, anyhow'.

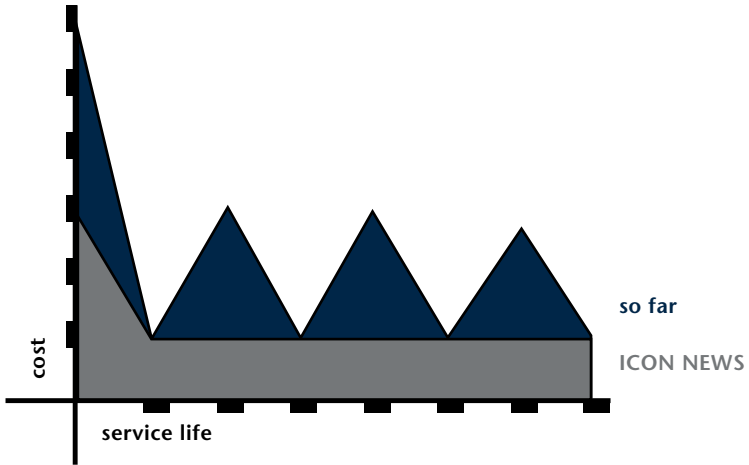
Cross-media publishing

Obtree C4 and the Icon Management modules ensure the output of your data on any medium – whether it be computer, WAP, SMS, E-book, or digital TV.

How to save time and cut costs

Nowadays, Intranet solutions are unthinkable without content management systems. As a rule they are programmed to suit the needs of the individual company by in-house staff. It is this programming work that we take off your hands by using pre-prepared modules, already tailored to work with the content-manager. In addition, you have the pre-prepared bridges to your user applications. ICON NEWS is an out-of-the-box system, which is immediately ready for use.

The following list will give you an impression of the potential savings:



Bar diagram ICON News: sample calculation for a communications solution with a high-end CMS with company-specific programming requirement and two-year update cycle. Variations possible, depending on company structure and IT policy. For an individual company analysis, please contact ICON- Management GmbH.

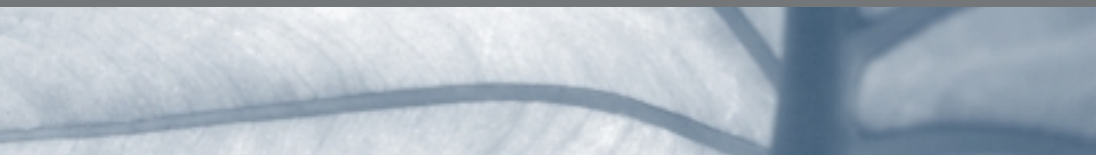
Safe and open for future development

ICON NEWS combines the high safety standards of the content-management program Obtree C4, well tested in an everyday working environment, with the flexibility and user-friendliness of the ICON Management-Modules:

Through the integration of future-oriented open languages such as XML, with just a few mouse-clicks you can be part of future developments in the Internet and present the visitors to your web site with state-of-the-art technology.

You decide who can add, change or delete which content and manage the rights of authors and visitors to your web site with an intuitive surface. Thanks to the structure of the Obtree C4 CMS solution, you determine what appears when and who is allowed to read it, down to the smallest detail.

Obtree C4 has a visual environment to define the workflow and access to documents. This enables you to integrate the work of your editorial staff in the Internet publication cycle quickly and easily.



Our service for you

Tailoring

We will tailor ICON NEWS to your individual requirements, reducing the burden on your IT.

Hosting

We offer you our infrastructure for your Intranet, ensuring the highest availability and reducing your costs.

Advisory service

We analyse your information and IT structure and offer you optimal services on that basis.

Development

We develop tailor-made software-modules for your special requirements and implement them in your ICON NEWS solution.

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