

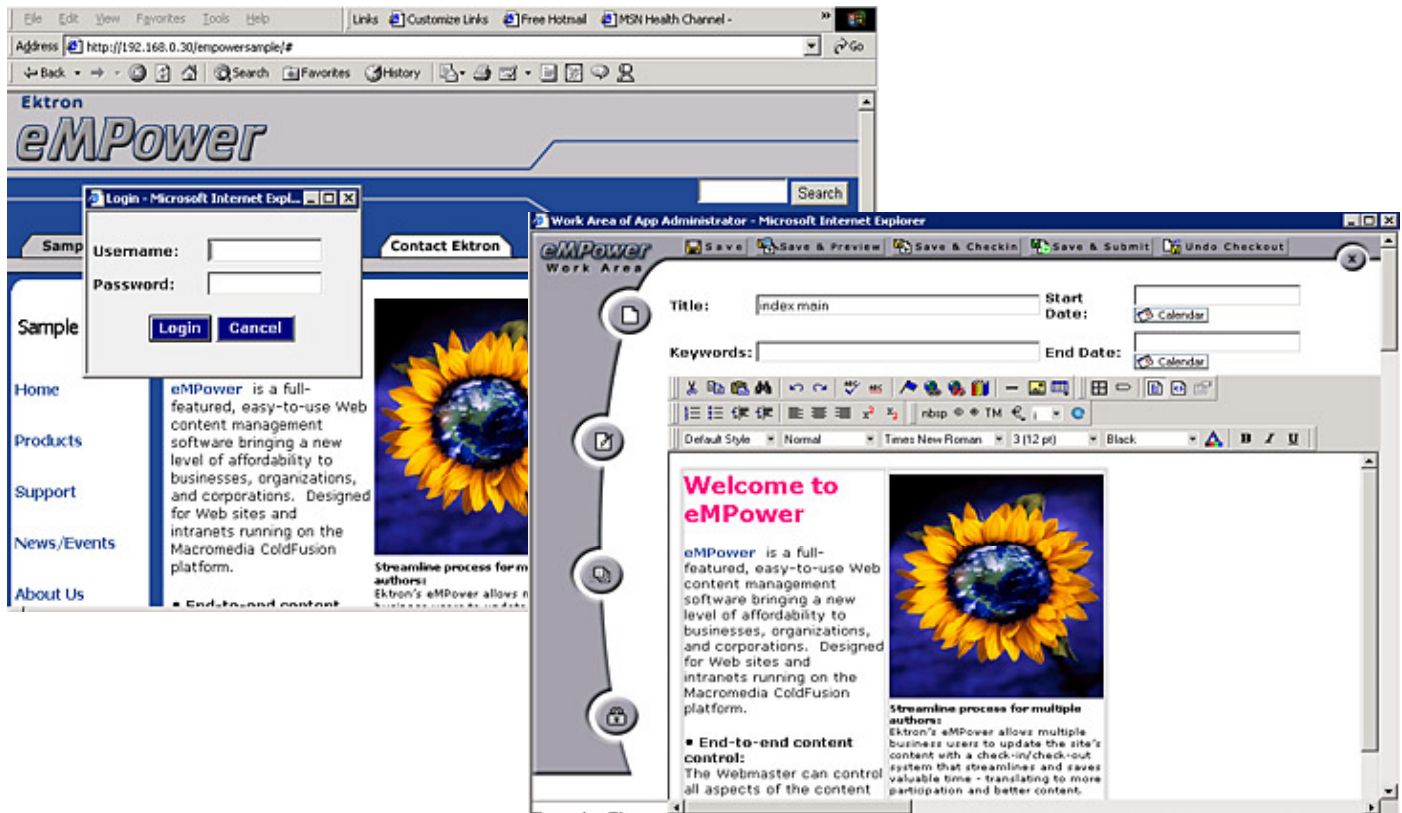


Simplifying Web Content Authoring and Management

Ektron's vision is to empower the entire organization with easy-to-use Web content authoring and publishing solutions. Business users and IT professionals enhance their overall efficiency and greatly reduce the associated costs of maintaining dynamic Web sites. More than 350,000 users in 35 countries use Ektron's award-winning products.

eMPower™ 3.5

eMPower 3.5 is a full-featured, easy-to-use Web content management system bringing a new level of affordability to businesses, corporations, as well as to corporate intranets.

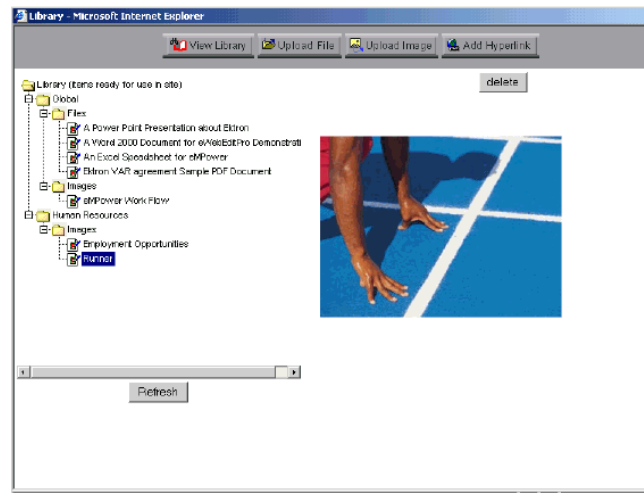


- **Empower your entire organization:** Key content providers can update their own content, which translates into increased content participation and an up-to-date Web site.
- **User-friendly:** eMPower is designed to be easy to use for non-technical content contributors, and for Webmasters who control the process.
- **Maximize technical resources:** IT and Web developers have more time to work on Web infrastructure, technologies, and design — because they no longer need to translate content from other formats to HTML.
- **Affordable:** Robust technology at a fraction of the cost of other solutions.
- **End-to-end content control:** Site administrators can control all aspects of the content management system, including look and feel and user privileges.
- **Eliminate bottlenecks:** Content editing, authoring, and publishing can now be done directly by business users — eliminating costly obstacles that slow the process of keeping Web sites up-to-date.

Business User Benefits and Features

Robust Web content management

- Check-in/check-out feature eliminates editing conflicts
- Flexible content approval process
- Personal Work Area (i.e., view of a user's work in process)
- Document version control enables recovery of previous edits
- Scheduled content with start and end dates/times
- **New! Integrates eWebEditPro 2.1**—the leading WYSIWYG XHTML/HTML editor



Simplified Web publishing

- Full table support including nested tables
- Image support: upload images, preview images and image library
- Copy and paste with formatting from any Windows-based application
- Hyperlinks and bookmarks, hyperlink validation
- Produces well-formed HTML or XHTML
- Simple Web content editing with "Spell check as you type" feature
- Familiar Windows™-like editing toolbar minimizes training
- The "view" feature in the user work area allows users to preview content directly in the template

eMPower allows business users to maintain a file, hyperlink, and image library with the ability to upload .doc, .xls, .pdf, and other file formats.

Website developers Benefits and Features

Ease of integration and implementation

- No client software load — ActiveX controls
- Sample page layout templates provided
- Automatic installation utility for quick installation
- **New! Macromedia extension support** for Dreamweaver and Dreamweaver Ultradev Web developers. Enforce Web site standards
- Enforce corporate Web site standards (fonts, styles, layout)

Increased flexibility

- Allows for partial or full-site integration
- XHTML compliant (well-formed HTML)
- XML tag support (e.g., allows insertion of tag via JavaScript pop-up box or paste)
- User-programmable meta data support
- **New! Display tag:** This new display tag in eMPower 3.5 makes it possible for any information in the eMPower database to be displayed maintenance-free and with any HTML/CSS formatting imaginable. Examples of items include sitemaps, navigation, teasers, and reports.

The display tag is simple to use, yet extremely scalable and can be added through the interface of eMPower. The real power of the tag lies in the fact that it is dynamic; the displayed information will change as content gets added, deleted, updated, and/or viewing privileges get changed.

IT Professionals

Increased Flexibility

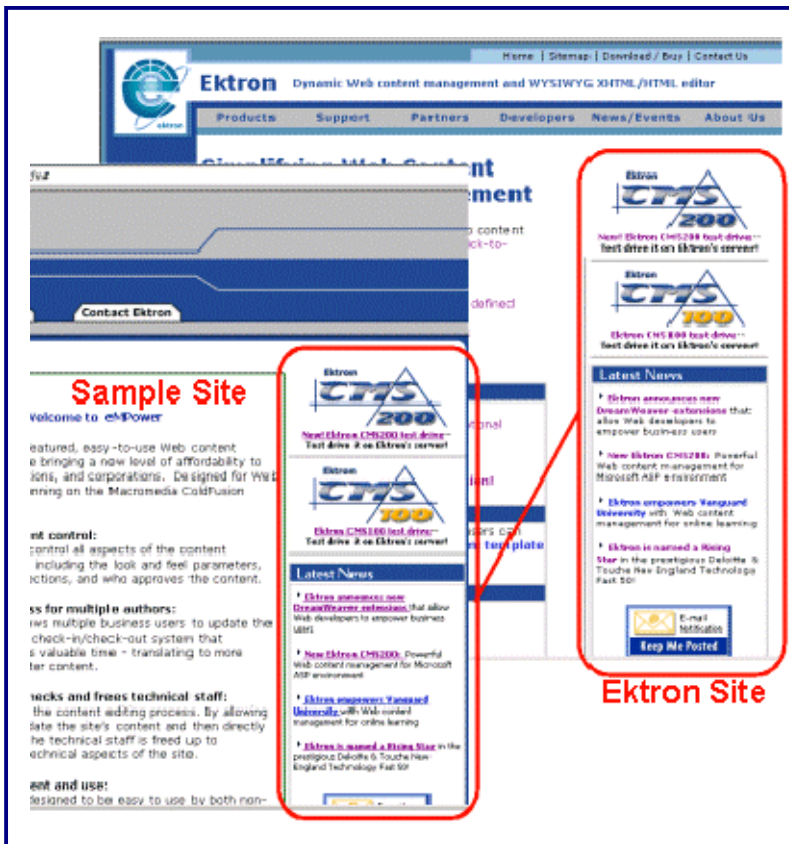
- Easy to install and minimizes demands for ongoing support.
- No client-side software to load for content contributors.
- Quick and smooth integration into existing sites.
- Eliminates need for a staging server.
- Web browser-based user interface.
- Browser-independence (e.g., Netscape, IE, etc.)
- **New! Turnkey hosting solution:** You now have the ability to run eMPower 3.5 in a hosting environment with minimal IT intervention

Minimizes support issues

- Automatic one-time installation of ActiveX controlled editor within Internet Explorer
- Automatically assigns document date, author, and status
- Reduce business user training time
- Restore prior version functionality
- Virtual staging server capability
- Authentication Module for LDAP and Windows NT authentication support. (Note: this module can be purchased separately.)



Simple to use “pop-up” menus allow content Editors and Publishers easy access to Web content management functions.



Website Administration Benefits and Features

Control and consistency

- Image and file upload (e.g., .PDF, .DOC., .PPT, .XLS., .AVI, .SWF)
- Hyperlink pull-down menu system
- Editor toolbar customization
- Administrator can manage the application using session or cookie variables
- **New! JavaScript Syndication:** JavaScript Syndication allows dynamically created content to be displayed on any Web site (HTML or dynamic) with just one line of code!

The content is linked through a JavaScript tag and is automatically updated (the next time the static page is accessed) when the master version is changed. Users with publishing rights to eMPower can now easily deliver the same content across hundreds or even thousands of static HTML or dynamic Web sites, and only have to maintain the content in a central place.

Workflow control

- Create user and group roles
- Authorize user and group permission/security levels
- Content groups for limiting content contributor access to appropriate pages
- Change notification via e-mail (optional)

Publish dynamic content to multiple static sites instantaneously! JavaScript Syndication allows dynamically created content to be displayed on any Web site (HTML or dynamic) with just one line of HTML code!

Content Management

Edit Content Group

Name:

Description:

Approval Process:

If the content is modified during the approval process, allow the approval process to continue.

If the content is modified during the approval process, restart the approval process from the beginning.

Permissions:

User Group	View	Add	Edit	Delete	Restore	Publish	
Administrators	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Content Editors	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Content Publishers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Finance Group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
HR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Legal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Marketing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Public	<input checked="" type="checkbox"/>					<input type="button" value="Order"/>	<input type="button" value="Clear"/>

Site Administrators easily control workflow and give users appropriate publishing permissions within each content group.

System Requirements

eMPower 3.5 for ColdFusion requires **ColdFusion 4.01** or greater running on a dynamic Web server.

Supported Operating System Platforms — Server

- Windows NT 4.0 or 2000
- Sun Solaris
- Linux
- HP-UX

Supported Operating System Platforms — Client

Windows NT, 2000, 98, 95 and ME

Supported Browsers for editing and publishing

- Internet Explorer 4.01 or above
- Netscape Navigator 4.x (Netscape 6.0 is not supported)
- Content viewed with all major browsers

Supported Browsers for Administrator Functions

Internet Explorer 4.01 or above

Supported Databases

- Access
- SQL
- MySQL
- Oracle
- Sybase

NOTE: ColdFusion available from Ektron via Allaire reseller relationship, with consulting services also offered for integrating ColdFusion and/or eMPower if desired.

Licensing Options

- **Standard Edition:** base URL and 10 non-concurrent users
- **Enterprise Edition:** base URL and unlimited users
- **Hosting Edition available**

Value Added Resellers: You can easily add eMPower to your solutions set. Give your clients access to a powerful Web publishing application so you can focus more on the successful design, integration and launch activities. To become a qualified reseller of Ektron products contact partners@ektron.com.

Professional services are available to assist with designing and deploying your Web site. Ektron's products empower you to maintain your Web site. Contact info@ektron.com for more information.



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Authoring and Management*

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