

4.25 Summit Information Technologies Limited

Introduction

Summit Information Technologies Ltd., is a New Delhi, India based software company and one of the leading developer of **Media technology solutions** in Asia. We develop Editorial, Advertising and Digital Asset Management solutions for publishers, used by some of the major English and regional language newspapers in Asia.

Summit has been developing **Indian language enablement solutions** in use by tens of thousands of users on Windows and Macintosh for years. Summit also develops language enablement solutions for several Asian languages such as Arabic, Thai, Sinhala etc.

Summit offers **customised software development** services to clients in the Indian and global markets including some of the leading Media Technology companies in USA and UK.

We are a decade old, fast growing company managed by a team of IT professionals.”

Product Summary

Summit is a software company specialising in Media and language technologies. Summit develops software solutions and offers system integration and software development services for publishing, Asian language processing and Digital Asset Management applications. Having developed state of the art publishing workflow management applications for editorial production, advertising, classifieds and catalogue production, Summit is today the leading Media Technology solution provider in the Indian sub-continent with major newspapers and magazine publishers as its clients. Summit solutions are being increasingly accepted in many Asian countries making it one of the leading Media technology solution providers in Asia.

Summit has developed unmatched expertise in Indian language processing technologies. Having leadership position in the country as a provider

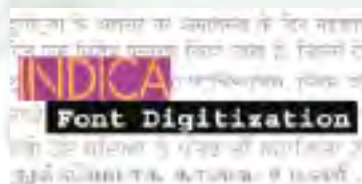
of Indian language processing solutions, Summit also has expertise in handling Arabic, Thai, Sinhala and Chinese scripts. Summit's Indian language solutions are widely used in India by over 25,000 users.

Summit's Enterprise solutions are used by leading newspapers, magazines and catalogue production companies in Asia. Summit's Indian language solutions are widely used in print publishing, web publishing and eGovernance solutions.

Language Solutions:

- Indica
- Indica 2000
- Spell Check

INDICA



The first implementation of Indian languages on MS Windows™ and Apple Macintosh in India, Indica is used

by all major newspapers, magazines and other publishers across the country and is considered the leading Indian languages software in the world.

Main features of Indica are:

Summit Commitment

Quality Fonts:

Indica has to its credit the best quality fonts available anywhere in India, with the most authentic digital type-face designs, and with built-in typographic refinements like kerning for precise character alignment. If Indica is synonymous with quality, it is also a leader in quantity. Indica offers the widest variety of fonts in 9 different languages - Devanagari*, Gurumukhi, Gujarati, Bengali / Assamese, Malayalam, Tamil, Telugu, Kannada, Oriya.

Cross Platform

A revolution in Indian language Desk Top Publishing. A new generation of software that has made state-of-the-art DTP facilities available in Indian languages in graphical and user-friendly environment-on the popular Apple Macintosh & MS-Windows platforms. Be it simple word-processing or complex layouts, Indica's versatile features give it an edge. With Indica, you can fully exploit the power and capabilities of Macintosh as well as the PC, as it opens up exciting possibilities in the world of Indian Languages.

Large Conjunct List

Clearly, Indica is the most comprehensive Indian language software with an extensive conjunct list. A large conjunct list ensures complete implementation, whatever the job. For example, in Devanagari script you can type in Hindi, Marathi, Nepali and Sanskrit. You can even typeset Vedas in Indica.

Customised Keyboards

All Indian language fonts appear in the applications menus alongside the English fonts. This ensures easier access and better efficiency. Indica offers customized keyboards in different Indian languages as standard. This helps in saving relearning time, enabling one to switch over from traditional typesetting systems or any other Indian Language DTP software to Indica with ease, thus ensuring maximum productivity.

Spell Check

Indica incorporates the first Indian language spell check program which runs on MS Windows. Currently Hindi Spell Check is available on MS Windows in applications such as MS Word 2000 and Quark Express 4.1

Indica Universal Filters

Indica filters lets you convert the text entered in various other Indian language software. Indeed, file exchange facility for conversion of files from other DTP packages to Indica, puts Indica in a different class.

Advantage User "With just two clicks"

Indica is compatible with various kinds of printers-Ink jet printers (HP, Apple, Canon, etc.), Post Script and Non-Postscript Laser/Inkjet printers (HP, Apple, QMS.....) and high-end Postscript Image setters (Linotype, Agfa, Varityper, Scitex, etc.) unfolding a host of printing possibilities.

Prestigious Install Base

Indica is used by the who's who of the Indian language publishing industry. More than 3/4th of India's major newspapers and magazines are Indica users. Savour the list of Indica's clientele: Living Media, Delhi Press, Abhiyan, Mangalam, Anand Bazaar Patrika group, Indian Express group, Jagran group, The Malayala Manorama group of newspapers, Dainik Bhaskar, The Tribune, Times of India, Hinustan Times, Indira Gandhi National Centre for Arts, NCERT, Thomson Press, Ajanta Offset and Packaging, Ogilvy and Mather, Better Communication etc.

The Summit Commitment

The Summit team of professionals is committed to extend service and support to Indica customers across the country. Summit is also exporting language software and typefaces to other Asian countries, USA and U.K. Indeed, as an innovative publishing solution, Indica is truly world class.

Dynamic Web Fonts

Indica offers very high quality dynamic web fonts in Indian languages based on bit stream technology. Using these fonts in your Indian language website, your website viewer need not download Indian language fonts on their computer for viewing web page. We offer site license to Indian language web site to use our dynamic web fonts.



Prestigious newspapers like Anand Bazaar Patrika, Bartmaan, Malayalam Manorama, Dainik Bhaskar, Nav Bharat etc. use our dynamic web fonts.

Quality Fonts Sample

Indica has to its credit the best quality fonts available anywhere in India, with the most authentic digital type-face designs, and with built-in typographic refinements like kerning for precise character alignment. If Indica is synonymous with quality, it is also a leader in quantity. Indica offers the widest variety of fonts in 9 different languages - Devanagari, Gurumukhi, Gujarati, Bengali / Assamese, Malayalam, Tamil, Telugu, Kannada, Oriya.



INDICA 2000

Indica 2000 is the first Indian Language software that allows user organisation to do text and data processing with indexing, searching and sorting capabilities - with a multilingual advantage.

Indica 2000 consists of an **Application Development Tool Kit (SDK)**, which lets you develop RDBMS application with Indian Languages support. Indica 2000 acts as a tool for developers to let them develop application around Unicode or ISCII compliant RDBMS such as Oracle, MS SQL Server, MS Access, V/FoxPro etc. for deployment in a client-server or web environment.



Indica 2000 also provides publishing and display of Indian language content on paper, web and in multi media form. Indica 2000 supports all Indian Languages including Hindi, Marathi, Punjabi, Gujarati, Bengali, Assamese, Oriya, Tamil, Telugu, Kannada and Malayalam.

About Indica 2000

Indica 2000 is an Indian Language software. It can basically be divided into two parts on the bases of its use:-

1. Desk Top Application
2. Data Processing Application

Desk Top Application : Indica 2000 can be used for all application on windows. It Supports office automation software like MS World, MS Excel, MS Power Point, MS Front Page, Star Office; Outlook and Netscape for emails.

Data Processing Application : Indica 2000 consists of fonts, keyboarding software and an application development tool-kit (SDK). Using Indica 2000 you can develop an application around a Unicode compliant RDBMS such as Oracle, MS SQL Sever, MS Access, V/FoxPro etc. for deployment in Client-Server, Internet and Intranet enviornment.

Indica 2000 also provides publishing and display of Indian language content on paper, web, and in multi media form. Indica 2000 supports all Indian Languages including Hindi, Marathi, Punjabi, Gujarati, Bengali, Assamese, Oriya, Tamil, Telugu, Kannada and Malayalam.

Target Users

Government

Central and State governments for e-governance applications, Government departments, PSUs, Educational and Research Institutions etc.

Web Sites

Portals wanting to develop Indian language channels, Newspapers, Magazines hosting online editions, NGOs, Govt., PSUs, Educational, Institutional web sites, Religious web sites etc.

Main Features of Indica 2000

Unique Technology

Indica 2000 offers a unique capability that is unparalleled and solves a long-standing problem of true data processing capability in Indian languages. Indica 2000 can be used with a Unicode compliant RDBMS software for data entry, indexing, searching, sorting and generating reports. The data is universally portable and can be displayed using any Unicode compliant fonts and application software. With Indica 2000 this data can be displayed in non-Unicode environment like win95/98 without Unicode fonts also. Indica 2000 also supplies ISCII char set as an alternative to Unicode. This makes it possible to be used in 8-bit environment like dBase, FoxBase etc. Data and text produced using Indica can be converted to formats such as XML, HTML and WML and hence can be re-purposed for use in any environment.

Indica 2000 is based on the latest technologies such as Unicode and Java. It ensures that the applications developed using Indica 2000 technology can be deployed on any hardware/OS platform and the data produced by such applications will be universally exchangeable and portable

Compatibility

Indica 2000 is compatible with

Database: Oracle, MS-SQL Server, MS Access, V/FoxPro etc..

Browsers: Internet Explorer4.0 and above, Netscape4.x and above.

Development Tools: Oracle client-server, web application development tools, Delphi, C, C++, JDK etc.

Operating System: Indica 2000 is platform independent. It supports the following operating systems:-

Client Operating System: MS Windows 95/ 98/ NT/ 2000.

Server Operating System: Windows 2000, NT Server, Linux, Unix and Sun Solaris.

It must be noted that despite of Windows 95 and 98 not being Unicode compliant, Indica-2000 can input, process and display Unicode data on these platforms.

Indica is also compatible with technologies such as XML and hence using Indica one can generate truly portable and universally readable data and documents.

TransPro Transliteration Utility

This utility is currently available for Hindi. It Phonetically transliterates English text or database to Hindi and vice-versa.

This facility makes it easier to deploy and use Indian Languages with existing English applications

Universal Filter Technologies

Indica 2000 lets you read the text entered in various other Indian language software. Using Indica 2000, text entered in various other Indian languages software can be ported to Indica 2000 format.

It also provides a database filter for conversion of language data from ISCII to Unicode and from Unicode to ISCII

Endless Possibilities

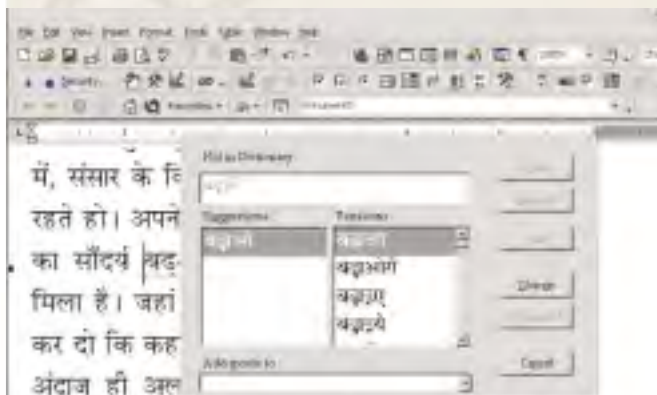
Some of the applications for which Indica 2000 can be used are:

- Print and Web Publishing
- e-governance applications
- Customer Care & Billing
- Census Records
- Land Records
- Generic Records
- Web Portal and Web Sites
- Public Information Systems
- Email
- Chat
- Online forms
- Information archives
- Wireless messaging
- Data warehousing
- Web search engines
- Business & Banking Applications

Hindi Spell Checker

The New Online Hindi Spell Checker

Summit now launches an Online and integrated spell check facility in Word, Quark and pagemaker for Hindi. The spell checker will underline an incorrect word while typing and will



also provide suggestions. The user can also customise the dictionary to include the words he wish to use. A similar spell checker for other Indian languages will soon be available.

With the new Spell check you can:

- Reduce the dedicated manpower needed for proof reading and thereby reduce costs
- Save valuable time lost in proof reading, resulting in faster turnaround times.
- Eliminate spelling errors completely, while ensuring accuracy.

Enterprise Solution-

- NewsPro
- AddPro
- ClassPro
- CatPro
- AssetPro

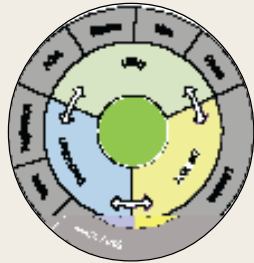
NewsPro: Editorial Publishing System

NewsPro automates all editorial operations and processes that go into producing a newspaper. It streamlines the workflow and keeps track of all activities involved in producing the final pages of your publication. It has powerful features that greatly simplify the entire production process, from creation of stories, bringing in the right pictures and creating the ready-to-print pages. NewsPro is scalable and fits the needs of a newspaper of any size or complexity. NewsPro consistently helps you produce a high quality publication on time every time, meeting the expectations of your readers.

It is now possible to access stories and photos from various sources such as wire services,

bureau offices, in-house digital asset base, journalists and cameramen in the field, web sites and so on. Incoming content is automatically analysed and imbedded metadata information

extracted and made available for searching through piles of incoming information. This provides an intelligent, focussed and quick access mechanism for choosing the information most suited for the story line being developed.



Content driven system

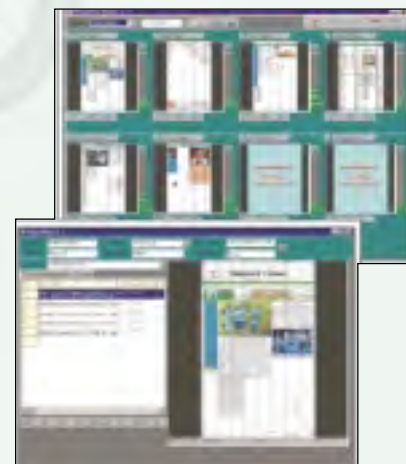
Relevant content from various sources can be used to build a story while providing appropriate tools to make the content creation process efficient. NewsPro places the brainpower of the entire organisation at the fingertips of each user and thus offers the best of the breed tools for journalists and editors. This enables faster creation of better quality, more researched content, saving precious time and enhancing journalistic standards in the newsroom. By making more information and research material available, which could otherwise have been buried deep within the organisation, results in creating content of greater depth, value and accuracy. It is now possible to increase the content's customer focus as the content can be adapted to any desired form.

Eliminate errors and achieve perfect coordination Story Editing and routing the story through a group of users through editing and tracking operation, enhances collaboration. The newsroom can be dynamically organised based on the organisation's culture and needs. The content can take the desired path and reach its final destination after passing the stipulated quality checks. The specially developed StoryEditor makes the task of writing a story, merging content from various sources to create a new story, formatting a story for the perfect look and feel a cinch. A journalist can visualise how the story will appear when pasted on the page, right within the StoryEditor itself. All NewsPro tools are designed to eliminate errors and maintain content quality.

Duplication of a story or a photo in a publication is out of question. Stories and pictures can be linked to ensure that an important picture does not get missed out or stories and photos are co-located in the desired fashion.

Keeping track and monitoring progress

NewsPro uses a powerful content tracking module that is used to route information within the newsroom. Senior editors use this capability to monitor the progress of individual team members, desks and pages and hence can have their fingers on the pulse of the entire newsroom and see how things are moving at any point of time. Powerful production tracking facility of the system shows them the status of the entire publication at a glance and warns them if things are getting stuck anywhere. They can then intervene and speed up things when time is running out and they sense delays in content creation or production. They can also see the status of advertisements and hence can plan the optimum usage of the editorial space accordingly.

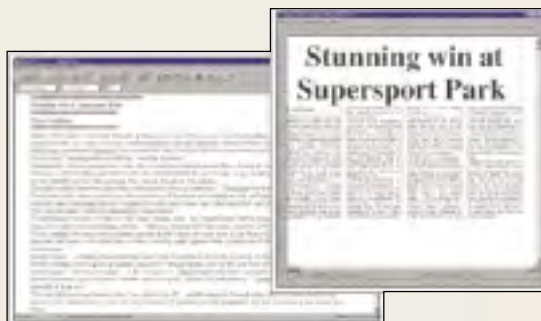


Extended deadlines and better design

As a result of the well coordinated and disciplined workflow management, the content flows smoothly through the newsroom and leaves more time in the hands of the individuals to focus on analysis, content quality, design and aesthetics.

Templates and style-sheets are provided within the Story Editor for each page to make the task of page creation faster. A large part of the formatting

can be accomplished during the story creation itself and by the time it falls in the page bin, it is almost ready to be placed as it is.



Database driven environment

All content resides in a relational database and a user-friendly way of identifying and routing content is provided. There are no files or folder names to be remembered. Each story or photo is identified by its title and each page is identified by its edition and page title. Similarly desks, wire services and bureau centers are identified by their names and can be configured to appear on demand, based on the access rights of an individual. Each user is identified by the system by their login name and authority and their focus areas of interest are preinformed to the system. This results in an advanced level of security and accountability. It also keeps your electronic desk uncluttered. A user is always accountable for his/her actions performed in the system, which is always recorded and can be tracked. The system is fully secured against misuse.

Fits all sizes, speaks all languages

NewsPro can be used equally efficiently by newspapers of all sizes- starting from a single location, single edition publication to a large publishing house producing several publications spread over multiple publishing centers. Many bureau centers can be configured to contribute content to the publication that can be further routed within the network to the individual best suited to use the content. The content including stories, photos and pages can be shared amongst various publishing centers. The system can be configured to create a centralised or a distributed work environment as per the specific needs of

the organisation. Pages can be created for one edition and then re-used for another edition at the same location or another location. NewsPro speaks all languages of the world - including non-roman languages. This includes languages such as Indic languages, Thai, Arabic and so on.

Open systems, optimum workflow

All content in NewsPro is stored in MS-SQL server. It uses Quark XPress (TM) for pagination. External inputs can be received from a variety of wire services as well as through FTP and SMTP interface. NewsPro supports many image formats and can read RTF and XML data. All modules run on standard Windows workstations networked using TCP/IP protocol in a LAN or WAN configuration.

Integrated environment

NewsPro is designed to be easily integrated with other third party systems for functions such as Output management, OPI, Ad management etc. Summit proficiently undertakes system integration projects for integrating various systems used by a publishing house into achieving a cohesive and fully integrated system ensuring smooth and efficient process workflow.



Overview : modules

- Content server
- Story Editor
- Wire server
- Photo server

- Bureau server
- Image tracking
- Story tracking
- Pagination
- Production Monitor
- Administration
- Access/ Security management

AdPro: Display Ad Management System

AdPro offers a dynamic work environment for booking, scheduling, planning, production and accounting of display advertisements of your publication. It is an enterprise wide application for advertising workflow management of the complete gamut of commercial and production operations for a publication of any size or complexity.

AdPro is a powerful tool in your hands that ensures increased production safety, considerably fewer make-goods, later closing time for order booking, greater transparency and much higher level of service to your advertiser. You can hence achieve a higher level of customer satisfaction leading to enhanced revenue collections and profitability for your organisation.

AdPro integrates all advertising tasks into a neat and efficient workflow starting from signing contracts/deal with your advertisers or agencies, booking confirmed or unconfirmed ads and scheduling them for appearing on specific dates and pages. AdPro takes care of the flow of material-digital or films, tracks the progress of individual ads as well as space available to be filled, produces MIS reports and helps various individuals involved in the operations communicate effectively and speedily with each other. AdPro manages the accounts receivables functions including invoicing, post-production audit and credit and debit notes. At the end of production, it also manages processing of tear sheets to the advertiser and keeps track of payment collection.

Efficient, reliable and flexible workflow

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Database driven environment

All AdPro content resides in a relational database and can be accessed by all users in real time. Each user is identified by the system by his/ her login name and has pre-assigned access rights and authority. This results in an advanced level of security and accountability. A user is always accountable for every activity he or she performs in the system, which is always logged in the system. The system is fully secured against misuse. Adpro uses a 3-tier database architecture to ensure high-availability and efficiency.

Extended deadlines

AdPro makes all relevant information available online and in real time and hence saves you co-ordi-



nation time within the organisation. An ad booked from anywhere gets logged into the system instantaneously and the updated space availability status is immediately visible to everyone concerned. Highly automated scheduling and pagination operations drastically reduce the time required to process the ad once it has been booked into the system. Your advertising department can now take booking till very late and yet be able to include the ad for scheduling and production without batting an eyelid. material variation for multiple inserts. If films are being supplied, it keeps track of the item details and can integrate with copy-dot. For out-locations it sets different material acceptance deadlines and takes into account the time required for physical movement by couriers. On the publication day, the system creates electronic dummies that are sent to Editorial. Links to ad files are maintained and updated as and when the material is received. The system is geared for fully digital production system leading to full-page pagination on an Imagesetter or a CTP device, but can also be configured for partially digital operations.

Swift material movement to electronic dummies

Adpro helps you track the material to be received against each ad booked. It knows the date and time by which material should reach the production center in order to be included. It keeps track of requirements such as dealer panels, varying material sizes based on the publication mix chosen (same ad going into newspaper and magazine) or a CTP device, but can also be configured for partially digital operations.

Dynamic planning

AdPro lets you plan your publication based on generic rules and then make changes dynamically as and when required. Pages and sections can be added or deleted resulting in automatic re-scheduling of ads already booked. Space



availability can be dynamically monitored as well as MIS reports can be generated at any time. This helps you take immediate corrective actions based on market fluctuations and can result into enormous savings in production and material costs for the publication.

In touch with the customer

At the touch of a button, you can get all information on your customers and their advertising patterns. You can get all information on the ads booked, campaigns launched or amounts receivables. On the other hand the customer can be kept well informed at every stage of workflow by sending automated emails triggered by events such as new ad booked, ad being carried, payment falling due etc. Offering a higher level of service keeps the customer coming back to you again and again.



Fits all sizes, speaks all languages

AdPro can be used equally efficiently by newspapers of any size - starting from a single location, single edition publication to a large publishing house producing several publications spread over several publishing centers. Ads can be booked from any number of locations- online, material can be accepted anywhere, and invoices can be printed wherever required. Combined rates for multiple publications can be managed and multiple ads can be booked in a single order. The system can be configured to create a centralised or distributed work environment as desired. AdPro speaks all languages of the world - including non-roman languages. This includes languages such as Indic languages, Thai, Arabic and so on. AdPro supports a fully digital workflow and can also be productively used by publications moving towards a digital workflow in the future.

Integrated environment

AdPro is designed to be easily integrated with other third party systems for functions such as Editorial, Output management, OPI, Copy-dot, Accounting etc. Summit proficiently undertakes system integration projects for integrating various systems used by a publishing house into achieving a cohesive and fully integrated system ensuring smooth and efficient process workflow.



Overview: features

- Contract/ Deal capture
- Booking
- Scheduling
- Production
- Material management
- Messaging and approvals
- Accounts receivables
- Post production audit
- Tear sheets
- Tracking
- Administration
- Access/ Security management

ClassPro: Classified Ad Management System

ClassPro, a classified ad booking and pagination software for newspapers is a complete environment for workflow management of commercial and pagination aspects of classified ad management. ClassPro integrates all tasks starting

from booking, billing, scheduling, accounting, box numbers to dummy creation and automatic pagination. ClassPro supports remote booking by booking agents as well as web based booking.

ClassPro accepts classified ads in many style sheets and automatically calculates the cost of ad based on Characters, words, lines or size. ClassPro maintains database of booking agents and accredited agencies and can process commissions and discounts.

ClassPro provides enormous flexibility in specifying rates for different style sheets, categories and sub categories, positions, dates, combined ads for multiple publication. Ads with text, images, logos as well as display classified can be managed within this system.

Making a vital difference to classified advertising functions

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Flexible as You

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ClassPro provides enormous flexibility in specifying rates for different style sheets, categories and sub categories, positions, dates, combined ads for multiple publications. Ads with text, images, logos as well as display classifieds can be managed within this system.

Automated pagination

The classified section of a newspaper comprises hundreds of ads, in different sizes, which require to be fitted onto classified pages in columnar format. Laying out such pages manually, to get a perfect fit can be a laborious job. However, in the case of ClassPro, this function is fully automated and fast. Which means, your classifieds are fitted onto the pages automatically, according to size availability on the column or page, properly sorted by category and sub-category along with section headlines. This saves time and money, and what you get is a error free layout every time. ClassPro uses QuarkXPress for output pagination.

Extensive tracking and MIS reports for better monitoring

ClassPro provides you online information on up-to-the-minute status of ads booked at all times. Which means that you know exactly how many ads have been placed in various categories and sub categories. You can thus find out how many pages will be produced and hence can plan your production accordingly.

Hand in Hand with Accounting Systems

ClassPro prepares data for the financial accounting system directly from the booking and payments module. It prints invoices and receipts. It can be integrated with Financial Accounting systems to post the data to the control accounts. Since the booking and billing functions are fully automated, this greatly reduces the chances of a malpractice.



Remote Booking by Agents and Web booking

Stand-alone booking/ entry module can be supplied to booking agents or sales persons to enable them to book ads in the field or at remote locations. These ads can be sent to publications through Internet or through dial-up connections. This facility greatly enhances ease of operations

for agents and sales persons, and saves time. Publications can also book ads at their web site and accept online payments.

Multi-lingual Support

ClassPro is multilingual and supports many Asian languages. ClassPro has features to take care of special hyphenation requirements of Asian languages. ClassPro also has built-in English spell check and hyphenation features.

Database driven open environment

All ClassPro content resides in a relational database and can be accessed by multiple users in real time. Each user is identified by the system via their login name and has pre-determined access rights and authority. This results in an advanced level of security and accountability. A user is always accountable to every activity he or she performs in the system, which is always logged into the system. The system is fully secured against misuse. The ClassPro architecture ensures high-availability and efficiency.

Extended deadlines

ClassPro makes all relevant information available online and in real time and hence saves you coordination time within the organisation. An ad booked from anywhere gets logged into the system immediately. Fully automated pagination operations drastically reduce the time required to process the ad once it has been booked into the system. Your advertising department can now take bookings till very late and yet be able to include the ad for scheduling and production without batting an eyelid.

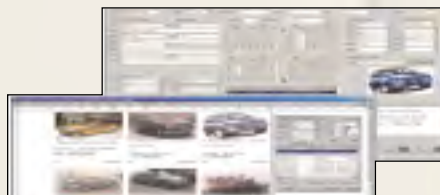
Empower yourself with ClassPro.



Production management system for Catalog publishers

Requirements for booking, scheduling and production of catalogs is similar to that of classified advertising. CatPro addresses this requirement in a focussed manner. The Ad entry/ booking interface can be customised to fit the specific requirements for products such as Automobiles, Real Estate, Jobs being advertised. Layout and rate mechanisms for various sections of catalog can be defined. Pages can be dynamically assigned for each section starting from a default page-set and then adding and deleting pages as required based on space availability. Text and images are combined to compose individual ads and automated page production ensures accurate placement of these ads in the right sections and categories. CatPro schedules and paginates display ads in appropriate sections based on pre-determined pagination rules. Ads can be accepted over phone, at walk-in counters or at your web site. The ads booked can be hosted on web site as well.

Catpro: Classifieds Catalog/ Magazine Publishing System



CatPro addresses the requirements for booking, invoicing, payments, scheduling and production of classifieds catalogs in a focussed manner. The Ad entry/ booking interface can be customised to fit the specific requirements for products such as Automobiles, Real Estate and Jobs being advertised. Layouts and Rate calculations for various sections of the catalog can be defined. CatPro is an enterprise level, RDBMS based application to manage the complete workflow for producing high quality printed catalogs. CatPro also manages the web site linked to the print publication for booking and browsing the classified ads. The system combines text and

images to compose individual ads and automates page production to ensure accurate placement of ads in the respective sections and categories. CatPro schedules and paginates display ads in appropriate sections based on pre-determined pagination rules. Ads can be accepted over phone, at walk-in counters or at your web site. The ads booked can be hosted on web site as well.

AssetPro: Digital Asset Management System

Ideal tool for publishers

AssetPro helps publishers create a library of digital assets. You can throw all your images, stories, graphics, PDFs and pages in the AssetPro database and it will index everything, using its powerful full-text-index and search capability. It will also allow you to provide additional information on the asset - such as the date on which the photo was taken, or its IPTC classification, or the keywords which will help you search this asset and so on.

Integrates with editorial system

AssetPro can take assets straight from your Editorial System automatically. Once integrated, it will pull stories, images and pages from your Editorial System at the appointed time every day. Based on pre-determined criteria, it will index and archive them and make them available for you to search, research and reuse in the future. On the other hand, Editorial users can pick assets from within the Editorial System by launching (AssetPro's) search engine and including the selected image in their stories or pages.

Powerful search engine

AssetPro incorporates a full-text-index and search engine that ensures that you can get to every asset that conforms to your search criteria. At the same time it helps you narrow your search by letting you specify stricter search conditions. AssetPro allows you to widen or narrow your search patterns at will, so that you can quickly get to what you're looking for.

Captures all information

AssetPro can automatically capture IPTC or ANPA information, if it has been imbedded in the images being indexed in it. It ensures that images coming through wire services are automatically classified.

Good for production, great for library

AssetPro is not just meant for archiving and researching old content, but will be configured for use for live production. For example, you can route all your wire content as well as your new in-house images through AssetPro. This ensures that you manage all your assets through the same visual interface.

Batch archival

To help you build your library, AssetPro can be set up to crawl through CDs, Folders and other storage systems to pull vast amounts of data into its database and help librarians index the content at will. Images, PDF files, Wire content, MS Word documents can all be archived through AssetPro's bulk import capability.



State-of-the-art database technology

AssetPro uses powerful database index and search capability while minimising your cost of ownership at the same time. A system can be configured to scale to your exact requirements. Anything from a small Wintel server to a cluster of high-end servers can be configured to hold your content. Summit experts will help you choose the right size hardware and software to fit your specific needs and ensure that your repository grows with your requirements.

Made for media

AssetPro has been designed keeping the needs of the media industry in mind. It is not one-product-

fit-all-requirements that may land up compromising your needs. If you're a media company, we'll ensure that AssetPro will organise and manage all your digital assets with efficiency and effectiveness that maximises the productivity of your valuable people.

(Source Website/Courtesy :

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