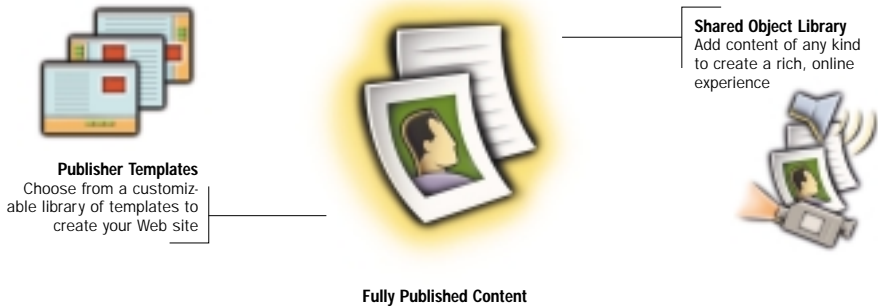


Reef Publisher

BROWSER-BASED PUBLISHING APPLICATION ENABLES COLLABORATIVE CONTENT CREATION AND MANAGEMENT FOR DYNAMIC E-BUSINESS

Smart, Timely, Efficient Content Management.

- Free IT administrators to focus on more strategic tasks by empowering authorized business owners to update and manage their own online content
- Decentralize Web site management without sacrificing content quality or control
- Leverage powerful template-driven publishing capabilities to manage content more efficiently and with greater consistency
- Use sequential validation levels to ensure only authorized content is published
- Instantly create and place powerful search and navigation capabilities on any Web page
- Assign automatic publication start and end dates to all content for an always-up-to-date site
- Provide site visitors with a rich online experience by supporting a broad range of media including audio, video, text, image, and new media types as they emerge



A Powerful, Flexible Online Publishing Solution

Reef Publisher enables business teams and communities to collaborate on the ongoing creation, management, and delivery of all types of content in a browser-based publishing environment where any authorized individual can update and add content at any time. At the same time, Reef Publisher includes powerful checks and balances for reviewing and validating pages before online publication, so business teams can participate more actively in online publishing—while IT retains the underlying control.

Unlimited Content Capacity

From public Internet sites to restricted intranets and extranets, Reef Publisher enables your organization to create and manage as many Web sites as you need—each accommodating an unlimited number of folders and pages. Because Reef technology separates business logic from presentation logic, you can also archive as many versions of each Web page as you want, putting a ready repository of reusable content at your command for recall whenever you need it.

Complete Content Control

By permitting or limiting access to an entire Web site, a set of pages, or a single page, Reef Publisher enables you to easily control who sees what, targeting your message to reach as broad or profile-specific an audience as you choose. A customizable library of templates provides a variety of displays from within Reef Publisher. A customizable Web objects library allows for the syndication of all kinds of content and media.

Any Kind of Content from Any Source

Take advantage of Reef Publisher's dynamic content management features to syndicate content from remote suppliers, or as a presentation mechanism for news, financial, and other information feeds. Reef Publisher supports all types of content—text, image, audio, video, and beyond—for sophisticated, compelling sites. Best of all, Reef Publisher back office is integrated using the best technology standard: Java Server Page (JSP) tags. As a result, it can be customized with any standard HTML editing tool. Your technical staff does not have to acquire any new technical skills or infrastructure to take full advantage of Reef Publisher capabilities.

Reef Publisher

FEATURES

BENEFITS

Template-driven Page Layout	<ul style="list-style-type: none">• By defining page layouts through the Reef template interface, online administrators can easily create, design, and apply layout changes across Web projects for greater content control and reduced site maintenance time and costs
Template-driven Publishing Interface	<ul style="list-style-type: none">• By customizing page templates, administrators can target individual content contributors and enable them to easily update content without affecting the online presentation
Content Syndication	<ul style="list-style-type: none">• Content and media types can be easily syndicated to populate a variety of sections of a Web site, allowing administrators to display the same content across various presentation formats
Content Aggregation	<ul style="list-style-type: none">• Content from external sources can be easily inserted to populate a variety of sections of a Web site, allowing administrators to dynamically use external sources of information
Administration-defined Validation Process	<ul style="list-style-type: none">• Customized workflow and content approval processes enable more effective, efficient, and decentralized Web site management by business owners, while maintaining a high level of standards and control
Time Stamp Publishing	<ul style="list-style-type: none">• Automatic publishing, removal, and archiving of content based on date and time criteria frees online administrators to focus on higher priority tasks for enhanced productivity
Web Element Library	<ul style="list-style-type: none">• An extensive, organized library of common Web element types such as search, navigation, date, flash, media, and others, enables rapid embedding of rich content and powerful search and navigation capabilities
Access Rights	<ul style="list-style-type: none">• By defining and managing access rights through a simple interface, users and groups can be given different levels of access to content based on needs and rights
Ready-to-use Keyword Search	<ul style="list-style-type: none">• Allows for the immediate insertion of a powerful keyword search box into any Web page, enabling users to search for content across an entire site
Content and Layout Snapshots	<ul style="list-style-type: none">• Enables business users to easily keep content and layout of home and other high-traffic Web site pages fresh with content syndicated from other areas of the site
Content Personalization	<ul style="list-style-type: none">• Rights-based content personalization allows administrators to target content to the appropriate user group or tribe

Reef Internetware: Modular Applications Built on Shared Engine

Reef Publisher is part of the Reef Internetware product suite: a rich set of modular applications built on a shared, horizontal engine that provides common services and functionality to all applications. Designed from the ground up to *embrace* continuous change, this comprehensive, integrated suite enables decentralized knowledge workers to directly manage dynamic

e-business—content, commerce, community services, and business process coordination—using a simple Internet browser interface. The modular design makes it easy to add new e-business applications as your business grows. And the open, integrated architecture allows unprecedented sharing of information and services between all your e-business applications for maximum business efficiency and information consistency.

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About Reef

Reef is a global Internet software company providing a modular suite of Internet applications, called Reef Internetware. Reef Internetware enables dynamic content, commerce, community, and coordination management for Internets, intranets, and extranets that are the foundation of e-business. For more information, visit us at www.reef.com