





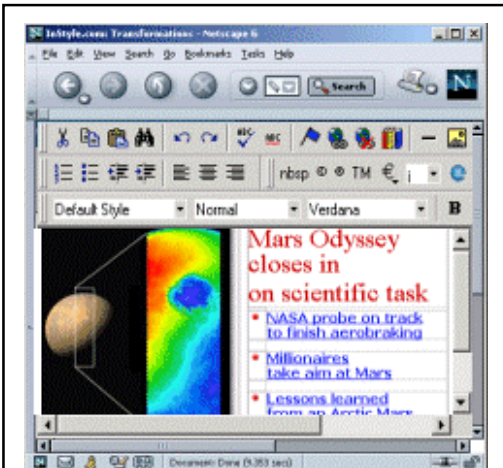
Ektron's easy-to-use, affordable, and quick-to-deploy products simplify Web content authoring and management by enabling business professionals to become "dynamic Web publishers," while ensuring IT maintains necessary control. Ektron's component-based approach allows developers to easily customize and extend each solution. Founded in 1998, Ektron is headquartered in Amherst, New Hampshire, U.S.A., and was named a "Rising Star" in Deloitte & Touche's prestigious New England Technology Fast 50 Program. More than 500,000 users and 5,000 customers in 40 countries use Ektron's affordable, award-winning products.

Ektron business user authoring tools

Product	Description
	<p>Ektron eWebEditPro is the leading XHTML/HTML, multi-language, browser-based, WYSIWYG Web content authoring and editing tool that easily replaces text area fields in dynamic Web sites or browser-based applications. Standard license: US\$299* (one URL; ten users); Enterprise license: US\$5,999* (one URL; unlimited users).</p> <p>Platforms include any dynamic Web application environment, including but not limited to: Microsoft ASP, Microsoft ASP.NET, PHP, Macromedia ColdFusion, Lasso, WebSphere, Domino, JSP, and Perl.</p> <p>Learn more at: http://www.ektron.com/ewebeditpro</p>
	<p>Ektron eWebEditPro+XML starts where Ektron eWebEditPro leaves off. After integration by Web developers, business users get all the great features of eWebEditPro, plus the ability to add and manage XML or custom tags. Standard license: US\$599* (one URL; ten users). For volume pricing, contact Ektron at info@ektron.com.</p> <p>Learn more at: http://www.ektron.com/xml</p>

Ektron editor feature overview:

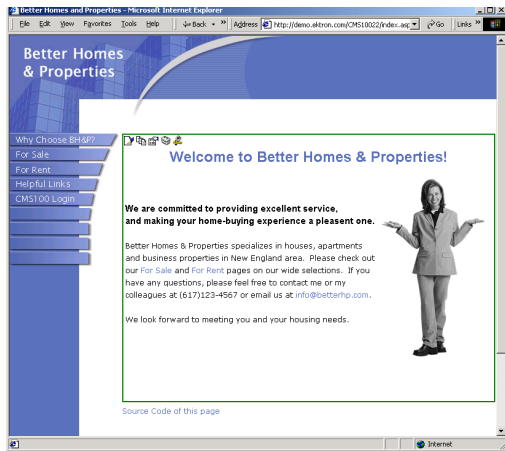
- 100% browser-based
- Word processor-like editor
- Copy and paste from MS Word and MS Excel
- XHTML compliance
- Developer API for adding your own features
- International language support including:
 - Content can be entered in any language supported by the browser
 - Translated dialog boxes and menus available in: Arabic, French, German, Hebrew, Spanish, Italian, Dutch, Portuguese, Russian, Japanese, Korean, Chinese (simplified and traditional), Danish, and Swedish—others can be added
 - Unicode (double byte), UTF-8, ISO-8859, Big5, Shift-JIS, others
 - Spell-check in any language (requires Microsoft Word)
- Automated, browser-based client installation for IE 5 and later, simple .exe for others
- Access to text-only, HTML body-only, or entire HTML document—great for HTML mail applications
- Style sheet and style class selectors
- Robust hyperlink and bookmark support
- Section 508 compliant
- Integrate with one line of code into dynamic Web pages
- Works on any Web application server platform (Sample code provided for Microsoft ASP, Macromedia ColdFusion, JSP, Perl, PHP, Lotus Domino, IBM WebSphere, Lasso)
- Flexible configuration of toolbar features and buttons
- Ability to force stylistic control (font face, size, color, etc.)
- Full image support
- Full table support



Ektron eWebEditPro is a browser-based editor, which is the core of eWebEditPro+XML, and Ektron's content management solutions

Ektron content management solutions are authoring and publishing applications built around Ektron eWebEditPro. They are designed to be quickly and easily integrated into your existing site by a Web developer in just a few hours, and empower everyone in your organization to author Web content in a word processor-like environment. **See reverse for more information.**

Ektron Web content management solutions






By focusing on the “content” and not the entire Web site, Ektron solutions are unique. Web developers manage the templates (which make up the look and feel) and other site assets, while the Ektron content management solution manages just the content.

The content blocks, which can make up a portion of a page or the entire Web page, may consist of rich text, tables, images, and/or links (see example on left). Web site administrators control what content is available for updating, determine and set user permissions, and set up the content publishing approval chain. This separation between the content and the templates gives developers and Webmasters more time on bigger site issues instead of always having to make small updates. The ultimate goal of these solutions is to help companies shorten time to Web, decrease overhead costs, and decrease developer and user frustration.

The Web site is the user interface. Content ready for editing is shown with a green border. New icon-based menu!

Two levels of content management solutions to consider:

Entry-level solution	Advanced solutions
<p>Ektron CMS100 offers basic yet powerful content management functionality. This extremely affordable content management solution is perfect for companies with Web sites or intranets not needing a complex permission set or complex workflow process.</p> <ul style="list-style-type: none"> ▪ Simplified Web publishing: check-in/check-out, single-level approval process, preview staged content, content history and versioning, easy-to-access repository (files, image, and hyperlinks), optional Dreamweaver extensions for developers ▪ Anytime-anywhere publishing: 100% browser-based; no client software to download and to install ▪ Zero-learning curve: familiar word processor-like editor, Web site is the interface, no HTML knowledge necessary ▪ Site security: user authentication (username/password) ▪ Web professional maintains control: style sheet support, ability to limit upload file types or modify editor options ▪ Easy upgrade path to Ektron CMS200 	<p>Ektron CMS200 and eMPower have the same functionality as Ektron CMS100, plus more advanced features. Still affordably priced, these two solutions scale to handle more complex Web sites or intranets. Both have advanced permission sets and a multi-step workflow process.</p> <ul style="list-style-type: none"> ▪ Extends core features of Ektron CMS100 (includes all benefits of Ektron CMS100) ▪ Upgrade path from Ektron CMS100 ▪ Scales to workflow complexity: unlimited number of content folders and/or user groups ▪ Advanced Web publishing: scheduling content, teaser display, content syndication, advanced search ▪ Intuitive administrator interface: Windows Explorer-like interface ▪ Advanced workflow and approval: change notification via e-mail, robust permission model

Product	Description	Pricing*	Platform
	<p>Ektron CMS100 is an entry-level, browser-based Web authoring and publishing system for Web sites and intranets. http://www.ektron.com/cms100</p>	<p>Standard license: US\$499 (one URL; five users). Enterprise license: US\$9,999 (one URL; unlimited users).</p>	<p>Runs on Microsoft Active Server Pages, ASP.NET, PHP, or Macromedia ColdFusion</p>
	<p>Ektron CMS200 is a full-featured, browser based Web authoring and publishing system for more complex Web sites and intranets. Learn more at: http://www.ektron.com/cms200</p>	<p>Standard license: US\$2,999 (one URL; ten users). Enterprise license: US\$12,999 (one URL; unlimited users).</p>	<p>Runs on Microsoft Active Server Pages, ASP.NET, PHP, or Macromedia ColdFusion</p>
	<p>Ektron eMPower is a full-featured, browser based Web authoring and publishing system for Web sites and intranets. http://www.ektron.com/empower</p>	<p>Standard license: US\$2,999 (one URL; ten users). Enterprise license: US\$12,999 (one URL; unlimited users).</p>	<p>Requires Macromedia ColdFusion 4.01 or greater running on a dynamic Web server.</p>