



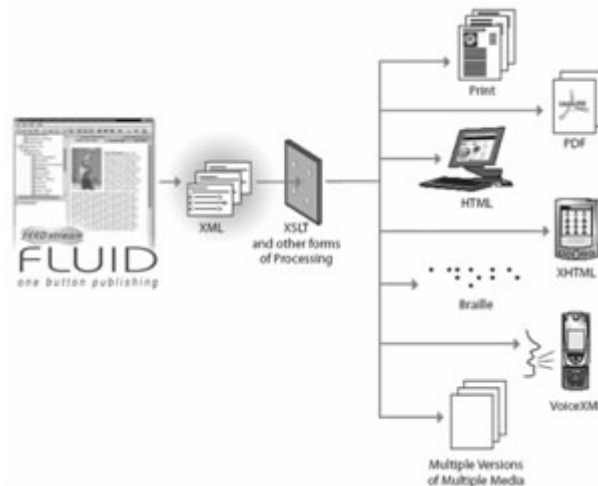
XML desktop publishing solutions

FLUID CMS is XML-Based

On the Web there is one constant: "There will always be new formats emerging and new ways of accessing information."

FLUID CMS is XML-Based So It's Ready for Change

XML, which stands for eXtensible Markup Language, is an industry standard for data representation and exchange through the Internet. Whereas HTML was designed as a language to create and display Web pages in a browser, XML was created to support the publishing of multiple forms of media including HTML Web pages. This makes it the ideal technology for today's evolving Web sites and Information Portals—as *new devices and formats are continually emerging, raw XML content can be expressed in multiple output formats.*



FLUID CMS 4.5 can be configured to publish your content into to many different formats—including a Web site.

FLUID CMS is XML-Based So It's Universally Supported

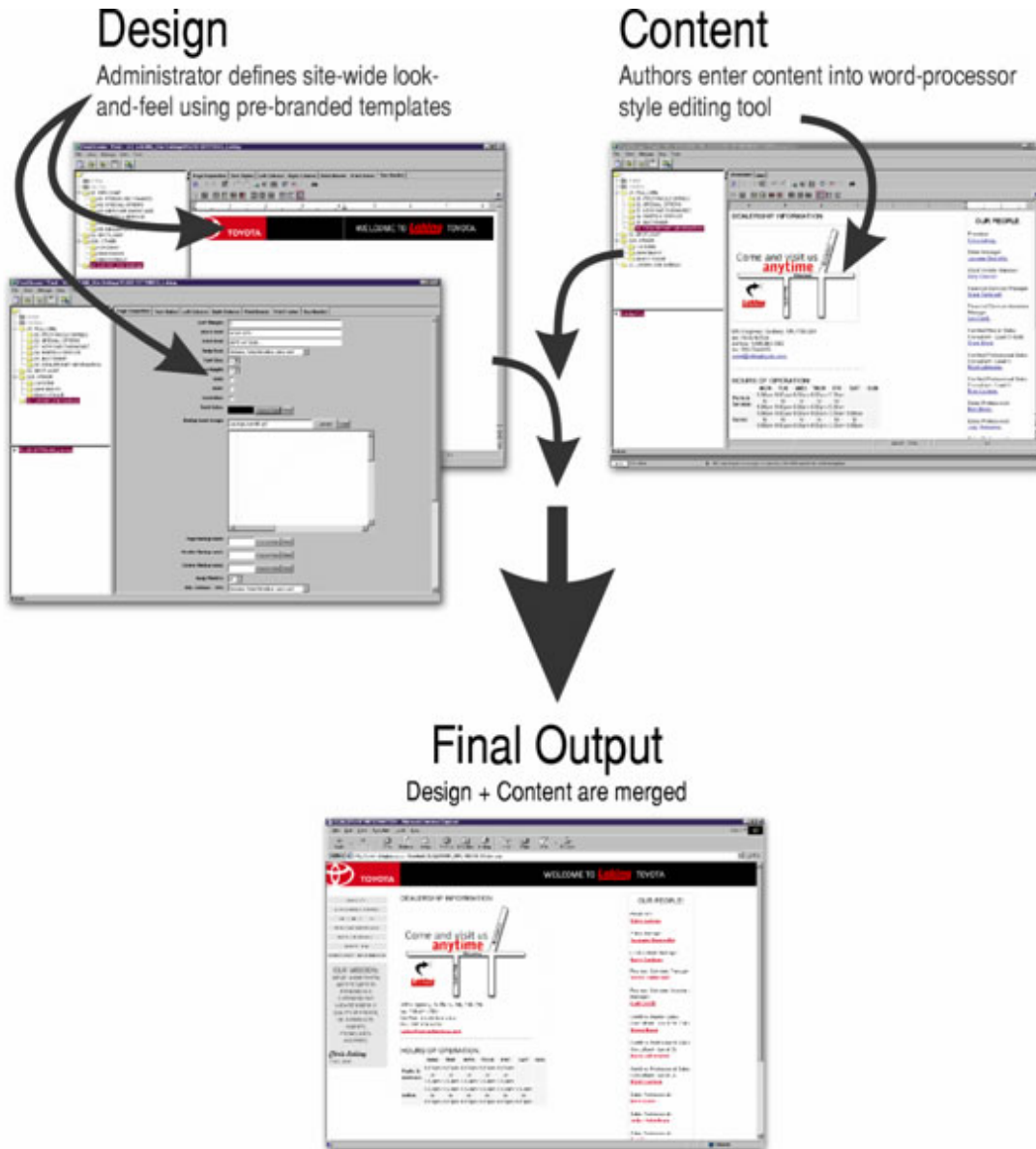
There are four main reasons why XML has been universally adopted:

1. XML is Open Standard—XML is an extension of HTML, and its standards are published and maintained by the World Wide Web Consortium (W3C). As such, *it has the backing of all the major industry players, including HP, IBM, Microsoft, Oracle and Sun.*
2. XML Holds the Meaning of Content—Whereas HTML is concerned only with cosmetic layout, XML holds the meaning of data by keeping *design separate from content*. This enables computer applications to operate more intelligently when exchanging data, or indexing, or searching for data.



XML desktop publishing solutions

FLUID CMS is XML-based...continued



FLUID CMS 4.5 separates content from design so each page on your Web site automatically inherits your branding.

3. XML is Flexible—XML defines the relationship between data elements as a flexible tree structure. Unlike a conventional database, nodes in this structure can be extended wherever needed, akin to adding new folders within a PC file structure.

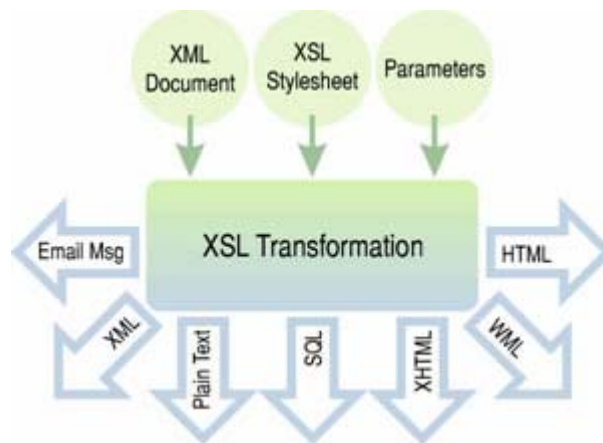
- 4. XML is Descriptive—XML is a language that can describe many other languages. This means that documents described in XML can be converted to many other formats, including

FLUID CMS is XML-based...continued

HTML for Web browsers, WML for wireless devices and PDF for printed documents. This is accomplished with XSLT. In XML-based CMS systems, XSLT provides the ability to select specific sections of one or more XML documents, and then return this data in any desired format, such as HTML, WML, PDF, or some other XML format for syndication. This is important because XML does not describe how content appears, but rather what it is about. You need XSLT to make your XML content human-consumable and sharable with others' applications. Mechanically, an XSL transformation relies on two critical ingredients and an optional third ingredient:

1. An XML document to transform.
2. An XSL stylesheet describing how the transformation will take place.
3. Values for optional parameters that the stylesheet may contain.

An XSLT engine then transforms the XML document via the XSL stylesheet, producing output in the format specified by the stylesheet.



XML + XSL + (optional) Parameters = Output

FLUID CMS is XML-Based So It's a Wise Investment

There are strong arguments for investing in XML-based solutions as follows:

Protect Your Investment in Content

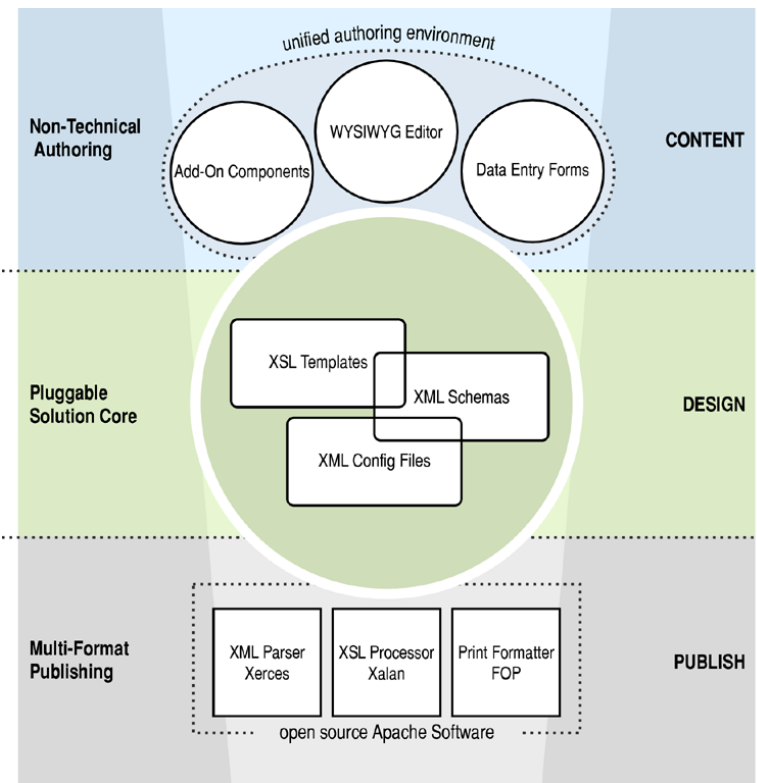
Your investment in the content of your Web system, over time, will develop an asset of considerable value. Storing this valuable content in XML, rather than in a closed proprietary format, enables easy exchange with other systems. This includes migration to future technologies so that the resources that went into creating your Web system will not be wasted.

FLUiD CMS is XML-based...continued

Prepare for Evolving Standards

Web sites built with XML technologies are capable of adapting. They can express the same raw XML content in new and varied formats without substantial re-investment.

As standards change, or as additional publishing formats are needed, the FLUiD CMS system can be easily upgraded to meet these new demands.



Share Information Effectively Using RSS

An XML-based Web system will take advantage of the power of information sharing between applications using technologies such as Web Services. Syndicating your content using RSS (Really Simple Syndication) is one such example of the power of XML. FLUiD CMS has the ability to generate RSS syndication streams that can feed customers and other Web sites with your latest information. RSS is an XML specification for content syndication that allows your company to feed key information to other Web sites in the form of a headline, a short description and a link to the actual location of the information. Other sites essentially subscribe to a news feed of your latest information, with links from the headline on their Web site to the full story on your Web site. RSS therefore allows for multiple access points to content within your site.