The Internet has developed into a powerful and widely used tool for marketing and content delivery to an organisations internal and external audience.
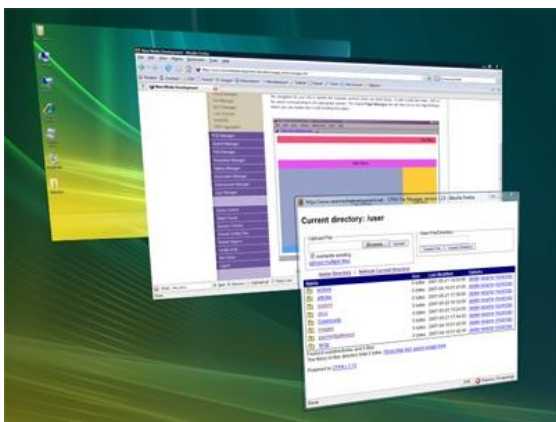
Whether an organisation uses a web design agency or manages their online presence internally, there can be significant barriers to the effective management of content publication.

The New Media CMS addresses many of these issues, providing a system that allows users to publish their content whilst maintaining the consistent and professional presentation of the content within the branded templates.

"YOU'VE MADE EVERYTHING SO EASY; I CAN MANAGE THE ENTIRE SITE SINGLE HANDED!" - DUNCAN MCDONALD, AQUASKIPPER UK.

> *The system provides an easy to use interface, allowing users to add and maintain content whilst ensuring brand consistency.*

The New Media CMS provides the flexibility to choose exactly what is displayed on the website and allows integration with a host of technologies and services available on and for the Internet.

New Media CMS users

Hire Strategies

Recruitment consultancy focusing on the retail sector

Clive Gott

Professional speaker, Enter-Trainer, Author

DIY framing

Framing supplies for the DIY enthusiast includes shop, forums and newsletters.

Key Features

- *Content manage every page*
- *Add, modify and delete pages*
- *Dynamic form builder*
- *WYSIWYG editor (similar to Word)*
- *Supports Microsoft Word*
- *Manage site navigation*
- *Manage pods of content*
- *Layouts separate design from content*
- *XHTML compliant*
- *Accessibility enabled*
- *Cross browser compatible*
- *Powerful file management*
- *Multi-lingual support*
- *Automatically generated site map*
- *Sitemaps integration*
- *Support for RSS, XML and web services.*
- *Flash, QuickTime, Shockwave, Real Media and Windows Media support*
- *Spell check in 11 languages*
- *"Opt-in" newsletter marketing*
- *Site search capabilities*
- *Payment gateway integration*
- *Integrates with analytics software to provide excellent visibility of user trends.*

new media development
creative internet solutions

Tel: 0871 4254260
24 Outlands Drive, Hinckley, Leicester, LEICS., LE10 0TW

New Media CMS in Depth

- *Built on Adobe ColdFusion MX and Microsoft SQL Server technologies*
- *Full support for RSS feeds and web services*
- *Generates search engine friendly URLs*
- *Features IntelliURL™, a unique way to reduce the occurrence of broken links*
- *Fully hosted solution available*

Content manage every page

The New Media CMS allows content to be managed across the entire website. Content can be managed within the page, within PODs or using the powerful features of the New Media CMS modular architecture.

Add, update and remove pages

The New Media CMS provides easy management of all of the navigational elements of a website, allowing links to be defined and made visible to all or specific groups of users of the website.

WYSIWYG editor

The easy to use content editing interface looks and behaves like popular word processors providing precise control of the websites content.

MS Word support

The built in support for Microsoft Word provides support for content being pasted directly from within MS Word, retaining the formatting whilst removing unnecessary code.

Multimedia support

The New Media CMS supports the embedding of media files using Flash, QuickTime, Shockwave, Real Media and Windows Media files that are either uploaded to the website or hosted on other websites such as YouTube®.

Sitemaps integration

Providing integration with the latest search engine developments to achieve improved search engine performance, sitemaps integration communicates the exactly structure of a website, and provides details of the importance of each page, when they were last updated and when they will next be updated allowing the search engines to spider the website more efficiently.

Powerful file management

Provides the capability to upload and manage site assets such as images, flash files, PDF and Word Documents etc.

RSS feed aggregation

Define RSS feeds that add value to the users browsing experience, consolidating and presenting constantly updated information from many sources.

Payment gateway integration

The New Media CMS is able to integrate with several of the major payment gateway solutions including Worldpay and Protx.

Client Showcase

The Aquaskipper UK website leverages many features of the New Media CMS to showcase the Aquaskipper product line.

One of the primary tools used on the website is the use of YouTube videos embedded directly into the site content.