

WinCutting®

Version 2.1

The electronic office solution for handling newspaper cuttings



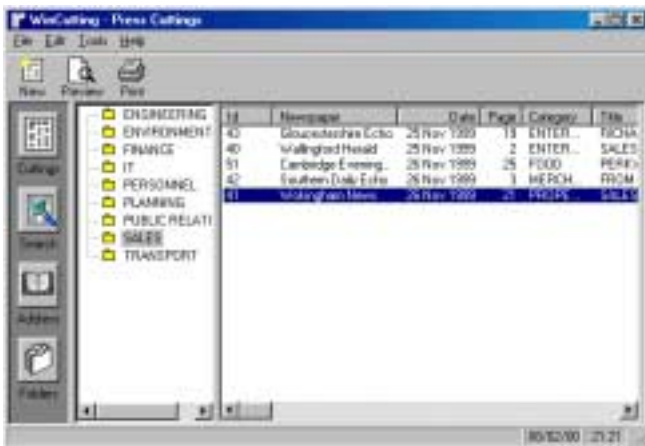
WinCutting is a software application designed specifically for managing newspaper cuttings. Cuttings can be scanned as electronic images ready for emailing or faxing. Summaries of articles can also be entered thus overcoming copyright penalties. WinCutting supports a comprehensive archive, search and retrieval facility. Improve your efficiency with an electronic solution.

Traditionally newspaper cuttings are manually arranged on paper, photocopied and distributed to other departments using fax or internal mail. This slow, laborious method is both inefficient and wasteful of paper. **WinCutting** interfaces with electronic mail to provide a fast and efficient method of distributing cuttings.

The **WinCutting** database can be located on a network allowing multiple users to simultaneously input, browse or email cuttings. A Web interface is also available allowing users to browse cuttings from the intranet.

Key Features

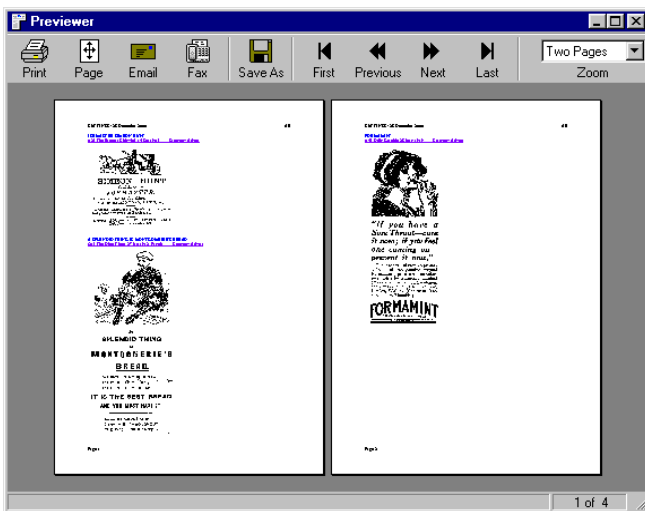
- Supports scanning of black & white or colour cuttings
- Interfaces with electronic mail and fax
- Search cuttings by title, date, category, newspaper, folder and keywords
- Evaluates effectiveness of Press Releases using Advertising Cost Equivalence



View folders and cutting details prior to distribution

Easy to Use Features

WinCutting presents an easy to use graphical user interface. Contents of folders are displayed as simple lists that can be ordered by newspaper, date, category and title.



Preview cuttings before printing, emailing or faxing

Preview

The preview window graphically displays cuttings prior to emailing, faxing or printing. Cuttings are automatically arranged on a page with titles, requiring no effort from the user.

System Requirements

- Microsoft Windows 98/ME/NT/Windows 2000
- Pentium 350 processor or above with at least 128Mb of memory
- Super VGA or better display adapter and colour monitor
- 800 x 600 or higher screen resolution
- Twain compliant scanner with SCSI or USB interface

Emailing from WinCutting requires Microsoft Outlook or Outlook Express installed on the computer

Faxing from WinCutting requires WinFax Pro v9 or Zetafax v5 installed on the computer

