

Press release

Enterprise Content Management System pirobase 7.3 available now

The new pirobase 7.3 is user-friendly, high-performance and future-proof

Cologne, 19 July 2011 – With pirobase 7.3, Imperia AG introduces the new generation of its Enterprise Content Management system. It is consistently oriented toward the optimisation of user-friendliness for authors so that they can in future concentrate on their creative work. The solution is also impressive due to its consistent high-level performance through linear scalability, which provides companies a high degree of planning and investment security.

The integration of numerous new functions that simplify work for authors provides optimum usability in pirobase 7.3. In addition to the practical Inplace Editor, the clearly laid out dashboard and the functional Image Editor, this also includes social media components. The Smart Connect solution underscores the intelligently designed pirobase system architecture and creates a flexible interface to third-party systems and portals in the company. Additional hardware investments are consequently not necessary.

User-friendly Inplace Editor, new image editor

Authors can edit pages directly in their output view using the Inplace Editor. This allows the contents to be created or edited directly and simply. The clearly laid out structural presentation of the page contents and the integrated drag&drop support also provide extremely convenient editing options. Authors profit from a better overview and greater freedom for page design.

The image editor provides numerous new functions. Now authors can do more than just edit the size and perspective or modify colours. They also have the option to round corners, mask images, rotate, mirror and cut out images. Fast results and uncomplicated handling lead to more satisfaction and efficiency for the authors.

Smart Connect for flexible connection of portals, platforms and Web applications

SAP, Liferay and IBM portals as well as eCommerce platforms and any external Web applications can directly access the contents of the content management system thanks to Smart Connect. The solution can be integrated into different infrastructures, connects various systems and accesses distributed data archives. This means that Smart Connect enables existing systems to communicate with each other, allowing seamless creation and secure output of content for all output channels.

In addition to the features listed above, a series of other functions is available that make pirobases 7.3 easy and convenient to use:

- **Dashboard:** Quick and customised overview of all operating and control elements.
- **Forum:** Clearly laid out view of all important information as well as simple and efficient management of discussions in the background.
- **Tagging:** Assignment of freely definable keywords that simplify navigation of the contents significantly, thereby saving a great deal of time.
- **Short URLs:** Automatic adoption of site names as short URLs for the best possible Google ranking and utmost ease of location by target groups.
- **Versioning of data sources:** Clear versioning history overview of documents that fulfils compliance requirements.
- **Permission management for external data sources:** Thanks to the SharePoint Connector, user permissions from third-party systems are maintained in the CMS, obviating the need for additional licences and enabling access to SharePoint lists and documents for protected areas in the CMS.
- **Mobile switch:** Device-specific control of contents for mobile channels, guaranteeing device-optimised preparation of contents and thereby enabling fast and convenient access.

"During the development of pirobases 7.3, we primarily focussed on authors as the key factor of website development. Our goal is to make their work as simple as possible by means of numerous features," explains Christian Batz, Imperia AG Board Member. "Behind pirobases is a 60-person team with plenty of expertise and know-how. Our customers value smooth integration, transparent project handling and reliable implementation of their projects. They receive both the solution as well as all services straight from the source.

"The technical requirements of our customers are another important concern to us," explains Martin Janssen, Product Development Director at Imperia AG. "pirobases 7.3 features linear scalability, adapts flexibly to the growing requirements of a company and thereby guarantees optimum performance at all times."

Additional information on pirobases 7.3 is available at <http://www.pirobase.de>. We will be happy to provide selected screenshots upon request.

About Imperia

Imperia AG is one of the leading providers of enterprise content management (ECM) solutions. Apart from a large consulting team of ECM experts, the two product brands imperia and pirobases are among the company's core products. Imperia's customers include groups such as METRO, RWE, Praktiker and Panasonic, media companies such as ProSiebenSat1, Brainpool and Bayerischer Rundfunk, medium-sized companies such as



Stiebel Eltron, Tank & Rast and Siegenia Aubi, numerous public institutions and many other companies from the widest variety of sectors. Imperia AG is a 100% subsidiary of PIRONET NDH AG.

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