



The world's most innovative newsroom computer system and social media management tool.

## Features/Benefits

- Create, manage, and share content across multiple platforms from a single user-interface.
- Work on Macs, PCs, and tablets without downloading any client software.
- Offered in a variety of editions and configurations to fit everyone from small start-ups to large enterprise installations.
- Both rundown-centric and story-centric workflows offered with rich collaborative tools for assignment planning and built-in messaging.



# **HiGH** **IMPACT** **EFFICIENCY**

CENTRALIZED WORKFLOWS IN A SINGLE PLATFORM

ONE SYSTEM FOR NEWS, WEB, AND SOCIAL CONTENT



HIGHLIGHTS

## **INCEPTION NEWS V14**

V14 includes new features and functionality designed to increase flexibility, improve performance, and enhance efficiency.

## **RECYCLE BIN**

Deleted stories and rundowns will now be stored for a configurable amount of time in the Recycle Bin before being permanently deleted from the database. Users with appropriate permissions can search, view, and recover deleted content.

## **CUSTOM MANAGERS**

Create unique forms, grids, and managers to track a variety of information and content. This new flexibility opens up Inception to a new level of customization to fit unique workflows.

