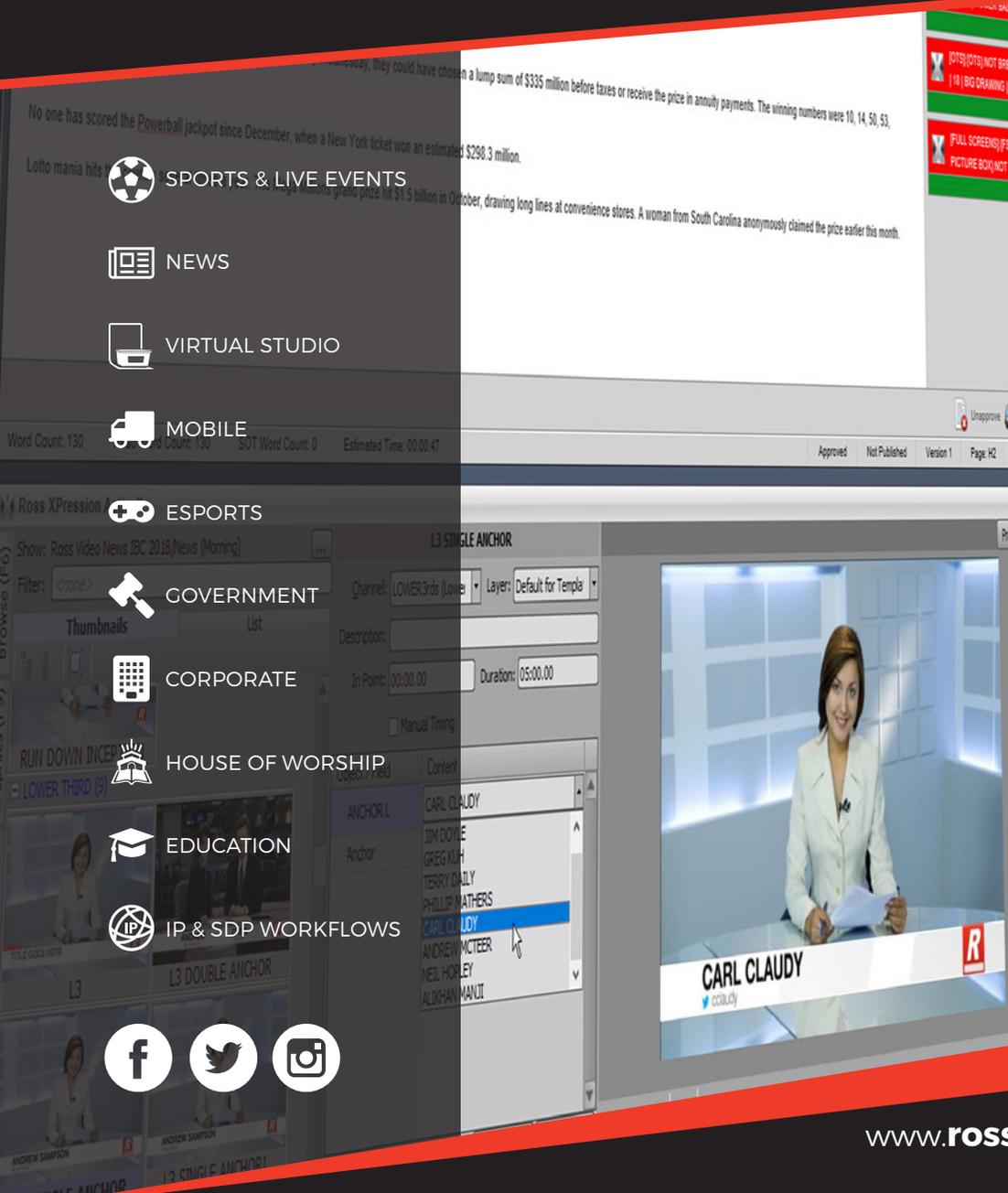




SELF-SERVICE GRAPHICS PROCESS



XPression MOS workflow empowers journalists to tell their story with access to all resources at their fingertips.

Features/Benefits

- Maximizes creative output through a clean and intuitive User Interface .
- Efficiently create graphics with templates that protect the brand while expanding the storytelling toolkit.
- Localize content by adding XPression Maps, letting journalists create their own Maps from template created using the production's desired creative elements and branding.
- Streamline MAM integration gives journalists access to local content libraries as well as providers such as AP Graphics Bank and MGN Online.

HiGH **IMPACT** **EFFICIENCY**

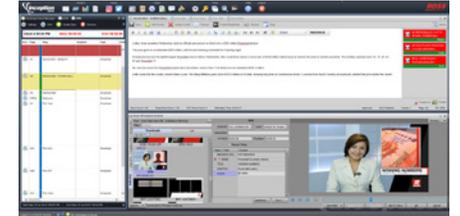
MOST EMPOWERED JOURNALISTS

CREATE MORE CONTENT IN ONE PLACE

HIGHLIGHTS

HTML5 XPRESSION MOS PLUG-IN

Allow journalists to work on a Mac or PC while having full access to XPression graphic templates and maps.



SOFT AND HARD CHARACTER LIMITS

Retain creative control by limiting the number of characters that can go into a text field, but also warn the journalist when they are near the maximum character count.

SELECTIVE PREVIEW FRAMES

Allow the journalists to see the proper frame of video to decide if they have selected the asset that will make the greatest impact on the viewers.

USER INPUT CONTROLS

Allow journalists to select repetitive information from a list rather than asking them to make split-second decisions they don't have time to review.

