



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, PC's 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 V13**

V13 includes more than 30 new features designed to improve the end-user experience.

## **STORY LINKING**

Take a single story and use it in multiple locations within a single rundown or multiple rundowns. When the story is updated, it updates every reference making it more efficient to get the latest details and making it easier to share content.

## **STORY EDITOR ENHANCEMENTS**

We've super charged the story editor with new ways to add and edit content more effectively including new hotkeys, a new autocomplete feature and more options to copy or replace MOS objects.

