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Content management system for websites, online archives and information portals without programming expenditure and knowledge.

*Special offer at the DIDACTA: helps schools to create and maintain their website themselves with **CM Studio Professional V3.0***

DIDACTA, Hannover, 20th February 2006. MASCH Software Solutions, St. Petersburg, cooperates with the Notebook Solutions-based company mobile IT Service GmbH (Munich and Hamburg) at this year's DIDACTA. Mobile IT Service provides a rich offer, ranging from Notebook to full equipment of entire class rooms, for schools and educational institutions. It can be supplied as "fully loaded" package (incl. Notebook) or in form of single components.

Offer for schools and educational institutions

On the occasion of this year's DIDACTA, Mobile IT Service and MASCH present CM Studio Professional V3.0. It is a content management software for websites, online archives and information portals, which can be applied without programming expenditure and knowledge. To accommodate schools and educational institutions, MASCH offers special education packages. The education basis package with an administrator license and 15 users is available at a price of 399 Euro (incl. VAT). If further user licenses are needed, the additional 10 user license for 215 Euro, the 25 user license for 325 Euro and the 50 user license for 430 Euro can be activated. Due to this pricing, schools and educational institutions save more than 300 Euro with the basis package compared to the official price.

Kick it off right away with CM Studio Professional V3.0

Compared to the most content management systems that primarily aim on specialists as well as web programmers and web designers, CM Studio Professional V3.0 focuses on the operators of web portals that would like to publish their information immediately. Therefore CM Studio Professional V3.0 is designed to enable webmasters supplying single users with adapted rights. This way, users can integrate event news, campaigns or information of any kind independently into the appropriate sections.

But also training and service departments profit from CM Studio Professional V3.0 as they can publish their comprehensive documentation pool Internet-conform without requirement of additional programming manpower. They can easily publish and update documentation on the web

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themselves, without programming expenditure. This way, cost-efficient hosting on web portals throughout existing Internet providers without limitation of continuous maintenance of the portal becomes realistic.

CM Studio Professional V3.0 contains all necessary tools:

- **Layout Editor** for the creation of the website-design template
- **Integrated Text Editor:** Take over any RTF (Rich-Text-Format) document with text and graphic from Microsoft Word or other text processing programs and transfer them to HTML.

The integrated text editor is completely based on the import function of text documents in Rich-Text-Format. This way, the webmaster and his team can create and maintain documents and web content without programming knowledge. Every RTF document is uploaded to the web server and converted to HTML automatically. This applies for contained photos and graphics as well. Once created and loaded documents can be corrected and maintained without HTML knowledge, throughout the standard text processing functions of the text editor.

- **Integrated Resource Management Server** (for the administration of download options and imaging materials) as well as **SQL Database Server**, **Publication Database** and **Integrated Search Engine** for full text and synonym search.
- The structure giving **Information Tree** for the website can be set up multilingual and/or fed with documents as required.
- **Document Marking:** documents can be marked „public“, if they are meant to be accessible to the public; or “Intranet” if they should be accessible only to a small group of users.

CM Studio Professional V3.0 vs. other content management systems

So far available content management systems mostly aim on the two important aspects of the web portal management:

1. Structuring the content in a clear file and directory structure combined with an appropriate visualization of the created HTML content
2. Programming facilitation by Easy-To-Use HTML Editor functionality à la Microsoft Frontpage

Nevertheless, some core problems stay unresolved, because for a comprehensive and even multilingual Internet performance, you still need a webmaster that obtains enough knowledge of

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HTML and Java programming languages. Naturally, CM systems simplify the work of the webmaster, but they do not enable enterprises to do without a programming expert permanently. Furthermore, the webmaster needs direct file access or at least FTP access on the web server to supplement and maintain the content either directly or by FTP update. In most cases, this excludes hosting of a web server at a provider, as many providers do not allow direct access to the server machine due to security reasons.

CM Studio Professional V3.0 persuades by simple handling

CM Studio Professional V3.0 convinces by simple handling and absence of necessity of programming knowledge by the applicant. Complete integration is the keyword, so that the software is running in the background completely transparently, while the customer uses the Microsoft Suite. The integrated SQL database server carries out the storage management of the entire content within the web portal. The integrated resource management server allows remote control of all download or upload options throughout Port 80 (Standard HTTP Protocol).

The integrated publication database permits to define simple tree structures within the portal by transferring Microsoft Windows Explorer handling knowledge to the tree structure of the web portal. The structure is thereby expendable without extensive programming knowledge.

Due to the provided Apache Web Server Platform and the complete communication with the single CM Studio Pro Modules throughout standard communication port 80, the often criticized security gaps on the Microsoft Platforms can be excluded or at least minimized.

In case, the webmaster does not obtain programming knowledge or experience, he can create his web design with the usual documentation processing options, throughout the integrated layout editor. Graphics and means of design are uploaded to the resource server of CM Studio Professional V3.0 automatically, so that you do not need to bother with linking of single components. The layout editor allows changing into programming modus, which enables a layout specialist to use his HTML knowledge optimally and timesaving. Thus, specialists as well as departments without specific knowledge are able to create appealing web designs and refresh the content continuously.

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Journalists can order trial software and screenshots in JPG format from our PR Agency Interprom bkelling@interprom.de.

About MASCH Russland Software & Consulting Services

In the area of EDP consulting, training and software development MASCH offer the experience of several successful applied projects. By consequent realization of innovative solutions and due to more than 15 years experience of their employees in IT Management, MASCH offer you a high degree of "Return of Investment" with their software solutions. MASCH Russland Software & Consulting Services was founded in August 2001 as joint venture by Russian software engineers and an investor from the Federal Republic of Germany. Meanwhile, more than 20 software and service engineers work at their headquarter in St. Petersburg. Furthermore MASCH have a sales and marketing subsidiary in Germany. You can find an overview of the product information in English language under <http://www.masch.com/en/products>

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