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Where ancient wisdom meets modern technology

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Content

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About Lionhardt Technologies

What is RSS ? And why you should know!

What is Broadcast Builder?

Broadcast Builder feature chart

Requirements for Broadcast Builder

About Lionhardt Technologies

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LIONHARDT TECHNOLOGIES specializes in both established and emerging technologies. Our success comes from our ability to customize our applications enabling us to create solutions that meet indivdiual and specific IT requirements.

RICHARD ERADUS, founder of Lionhardt Technologies started out in the Netherlands in 1995 at the dawn of the Internet. Since then Richard has been a leader in new technology and always one step ahead designing problem-solving software solutions. An innovative thinker, Richard launched TC-Director a first of its kind HTML editor which offered multiple documents, wizards, and produced W3C standard generated HTML. The interface, also a first of it's kind, consisted of a tabulated interface which provided a fast overview of all open documents. The size of real documents were no longer limited on Windows 3.x, thus breaking the 32KB memo size barrier and making TC-Director a huge success.

It is the persistent advancement in technology, the unlimited abilities and possibilities, and the drive to create the best available solutions that makes Lionhardt Technologies top of it's class. All applications are designed using the K.I.S. (Keep It Simple) principle resulting in solutions that are clear, complete, and most importantly, user-friendly.

If you need a customized solution to your IT dilemma, contact our representative. We'll set up a meeting to asses your situation and together work towards a solution based on your company's unique requirements.

Visit Lionhardt Technologies at http://www.lionhardt.com and use the contact form on our website, or contact us directly via one of the following email addresses:

Sales   sales@lionhardt.com

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What is RSS? And why you should know!

RSS is a acronym for Really Simple Syndication (or Rich Site Summary). In a nutshell, RSS is a new way to publish content online for people interested in that content. This content can be placed on either an Intranet or on the Internet. The way RSS is structured basically eliminates spam all together. No more "bounced" emails when working with email-lists.
By targeting people interested in your information, in effect, you are "feeding" them your content – hence the term *RSS feed.* As a result, there is no "bounced" emails, no anxiety over spam, and the benefit of keeping your overhead low.

Why RSS is better than email announcements!
Did you know that 70% of all emails sent in March 2004 was spam? Just about everyone who publishes content online has an extensive email distribution list. RSS is a great substitute for email announcements because it doesn't clutter-up people's in-boxes. For users who receive a lot of news online it's much easier to manage and it's spam-proof!

You can utilize RSS feeds to announce:

Corporate Uses of RSS

- Press releases and other media alerts & materials
- Sales, specials, packages, and promotions
- New reports, studies, surveys, & questionnaires
- Real estate listings
- Industry, legislative, regulatory, and research progress & developments
- Your company's internal document repository

These are just a few examples of solutions that could work for your company. There is no limit to what you can apply RSS to. Broadcast Builder gives you the ability to enhance RSS with audio and video

What is RSS? And why you should know!

What do you need to read/view RSS?

You need a "feed reader". This application enables you to read the RSS you or others have produced. Although there are numerous feed readers available on the market, Lionhardt Technologies has developed a feed reader (*) that compliments Broadcast Builder.
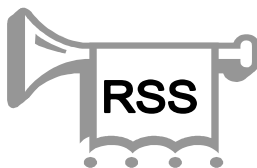
In a corporate setting we recommend the reader included with Broadcast Builder Enterprise edition. This reader allows you to insert your corporate logo, thus making it part of your standard office software at no extra cost to your company. Your employees can use the reader from the office, home, or laptop without any restrictions imposed.

Please ask your representative about customizing the reader with your corporate logo at no extra cost when you purchase the complete RSS

EMAIL

Email: Disadvantages
- <u>You</u> send out to customers
- "bouncing" emails
- complaints about spamming
- expense of maintaining address
   databases
- not cost effective.

RSS

RSS: Advantages
- Customer checks-in to find content
- no "bounces"
- no complaints regarding spam

solution.

Brief overview of advantages of using RSS

What is Broadcast Builder?

Broadcast Builder is a content management system that allows you to create *RSS* (Really Simple Syndication or Rich Site Summary) .

Broadcast Builder has been developed on the principle that software should be simple, yet *powerful* enough to perform the tasks it was designed to do. When you begin using Broadcast Builder you will discover out how easy it is to create RSS feeds without actually having any technical knowledge of RSS.

Broadcast Builder also allows you to insert multimedia objects into your RSS. This unique feature adds a professional touch. For example, you capture the CEO's annual speech with Broadcast Builder's media wizard and feed it directly into the companies RSS feed. The built-in *WYSIWYG* (What You See Is What You Get) editor makes creating articles as easy as writing a word document or an email.

All basic formatting features are available and you can have Broadcast Builder run a spell-check on all your entries..

With the realization that large companies might have other media instruments in place, Lionhardt Technologies makes it possible to import data from outside sources into Broadcast Builder. You can for example import existing RSS feeds or OPML files from either a local resource or straight from the internet. You can also import UseNet messages straight from the server into an RSS feed.

Broadcast Builder also exports data from RSS to other formats such as HTML, WAP/WML, Usenet, server based scripts, and Access Database.

Broadcast Builder Quick

Feature	Professional	Enterprise
Uploads feeds & publishes blogs	X	X
Import RSS files from a local resource.	X	X
Imports RSS file from remote source	X	X
Imports Pad files	X	X
Generates RSS 2.0 compliant code	X	X
Exports to database (MDAC/DAO/ODBC)	X	X
Multilingual interface (currently 5 languages)	X	X
Proxy server support	X	X
RSS Preview	X	X
Built-in wysiwyg article editor	X	X
Unicode support	X	X
Export to Wap/Wml (Cellphone web pages)	X	X
Export to HTML	X	X
Export to blog	X	X
Spell-check support	X	X
Enclosure support for RSS feeds	X	X
Import of UseNet groups to RSS		X
Import from databases (MDAC/DAO/ODBC)		X
Export to UseNet servers		X
Export to server based scripts (ASP)		X
Skiphours & Skipdays support (RSS)		X
Network compatible (ability to be run by multiple users on one network)		X
Autodetect proxy server		X
Input text marker ability in feed		X
Image marker ability in feed		X

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Requirements for Broadcast

Minimal requirements for corporate enviroment

Workstations.

- ♦ **Windows 98/ME/NT/2000/XP/2003.**
- ♦ **64 Megabytes internal memory.**
- ♦ **50 Megabytes free diskspace.**
- ♦ **DirectX 9.x installed.**
- ♦ **Direct access to internet (Preferably T1 or higher**
  connection, for uploading of data).
- ♦ **Microsoft Internet Explorer 5.x or higher installed.**

The server requirement is advised for companies who have and maintain their own server park.

Please note that server requirements are not needed for small