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IFRA is the worldwide research and service organisation for the news publishing industry. Services - offered primarily to IFRA Members - include trade exhibitions, international conferences, seminars and training events as well as research and various publications.

**IFRA Events Calendar**

13 July 2009, India:  
[INCQC Tutorial](#)

20 & 21 July 2009, Hong Kong:  
[Techniques for Sellings Ads in a Downturn](#)

23 & 24 July 2009, Singapore:  
[Techniques for Sellings Ads in a Downturn](#)

Module I: 21 - 24 September 2009, Business Environment and Strategy  
 Module II: 9 - 12 November 2009, Business System Design  
 Module III: 17 - 21 January 2010, Change Management and Industry Issues  
 , Denmark:  
[Leaders 2009](#)

23 september, Sweden:  
[Intelligent systems for contextual advertising and editorial matching](#)

23-25 September 2009, India:  
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## Industry releases (unedited) - Seinet launches Xtent Publishing Suite 6.0

**Seinet launches Xtent Publishing Suite 6.0**

IFRA publication date:  
 15/06/2009

Seinet has upgraded its integrated publishing system with the launch of Xtent Publishing Suite 6.0. This is a fully web-enabled publishing platform which includes content management and cross-media workflows.

Version 6.0 gains a new flatplan tool, which can be used to plan out a publication or brochure, and then to drive that publication through its production. It can be completely integrated with the editorial workflow so that production staff only have to set basic parameters, such as the number of pages and the binding method, to generate the publication from the flatplan. Updates to the flatplan dynamically change the publication, and any changes made throughout production are synchronised back to the pageplan, leaving production managers in complete control.

In addition, it can import an advertiser's brief, and reserve advertising spaces with specific requirements. Editors can assign articles, layouts and advertising into individual pages, or set them to one side to wait for content. Pages can be moved through the flatplan with a simple drag and drop. There's also a Notes mode to add commentaries. It has full unicode support for content names and styles, making it easier to handle international publications across multiple languages.

At the same time, Seinet has also enhanced the Web Publisher module with better control of HTML zones and plugins for open source web content management tools such as WordPress.

Seinet markets the Xtent Publishing Suite on an OEM basis, so that it can be integrated into existing products. Xtent is itself based around Adobe's InDesign platform, and this latest version is compatible with InDesign CS4.

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