

## OVERVIEW

AWT System Limited is a leading software developer and system integrator, delivering enterprise level solutions to information providers, including publishers and marketers. Based on success in software development and system integration in the publishing industry, AWT has extended its services to provide multi-lingual publishing solutions to businesses in Hong Kong, Taiwan, China, Malaysia and Singapore.

Deploying computer technology to produce high-quality printing and graphics output, AWT has improved its software solutions to on-line electronic delivery with rich media integration covering content management, advertising management and marketing tools. With its niche and quality in developing sophisticated publishing software, and Chinese language software expertise, AWT has expanded across the region since its incorporation, and local operation supporting its coverage.

## STRENGTHS

With a leading role in multi-lingual publishing, AWT enjoys an unparalleled advantage in developing publishing related software. AWT is determined to deliver proven, scalable and flexible solutions to customers and keep them abreast with the prevailing demands of the publishing, advertising and marketing industry. AWT's advertising system has won the CEPA eBusiness Special Award of the Hong Kong Outstanding Software Application Competition 2005 and I.T. Excellent Award in 2001.

### Major Clients

Apple Daily, Hong Kong & Taiwan  
HK Economic Times, Hong Kong  
HK Economic Journal, Hong Kong  
New Media Group, Hong Kong  
Oriental Press Group, Hong Kong  
Sing Pao, Hong Kong  
China Daily News, Taiwan  
China Times, Taiwan  
Common Wealth Magazine, Taiwan  
DaAi TV channel, Taiwan  
Eastern Home Shopping Network, Taiwan  
Keng Seng Daily, Taiwan  
Liberty Times, Taiwan  
Min Chong Daily, Taiwan  
Next Media Group, Taiwan  
The Great News, Taiwan  
Taiwan Times, Taiwan  
China Press Berhad, Malaysia  
Guan Ming Daily, Malaysia  
Oriental Daily, Malaysia  
Sin Chew Daily, Malaysia  
Lianhe Zaobao & WanBao, Singapore  
Shin Min Daily News, Singapore  
Chang Sha Wen Bao, China  
Lu Zhong Chen Bao, China  
San Xiang Du Shi Bao, China  
TiTan Sports, China

## SOLUTIONS

AWT's target market and product range has been growing alongside the development of publishing technology. With continuous innovation and enhancement, AWT has diversified its software solutions from traditional publishing applications to management system solutions and sophisticated editorial workflow, content management, advertising and marketing tools.

The publishing software solutions developed by AWT are comprehensive solutions that enable automation of the publishing workflow, covering content editing and management, graphic design, pagination and advertising management for publishers.

AWT offers four core products, including:

- ✧ Editorial workflow, content management and Digital Asset Management system
- ✧ Advertising management and direct marketing tools
- ✧ Circulation, subscription, production workflow and publishing solution integration
- ✧ Layout and pagination solution based on Adobe InDesign

# PRODUCTS

**Content Management** AWT's highly flexible editorial and assets management systems are proven intensive workflow management tools for the live operation of connecting hundreds of editorial and pagination clients and manages millions of digital assets. Systems are capable of handling multiple publications, tracking revisions, structuring workflow, and ensuring the scalability and security of the framework. In addition, the availability of user definable attributes allows efficient information targeting and pro-active delivery.

**Advertising Management System** AWT's advertising production and management systems are capable of handling complex cross-media classified and display advertisements for printed media. System is fully automated and covers the entire advertising management workflow; starting from marketing tools, sales administration, order bookings to layout design, pagination, publishing, invoicing and business analysis. The fully integrated system helps to streamline the advertising operation of publishers or other media entities and, as a result, publishers can improve operational efficiency, refine market strategies and fine-tune business models. Advertising management systems have been implemented successfully in Singapore, Hong Kong, Taiwan and Malaysia.

**Pagination Automation** AWT has developed series of plug-in software for Adobe InDesign, that furnishes the layout software product with database publishing capabilities and advanced double-byte character publishing features. Designed to meet the sophisticated needs of the publishing industry, the plug-in includes numerous advanced features to support Chinese layouts, fonts and graphic design, resulting in a more productive workflow for digital publishing. It is the solution of choice for professional desktop publishers, who need highly sophisticated, precision colour and font tools.



| Hong Kong                      | Malaysia                 | Singapore                 | Taiwan                          |
|--------------------------------|--------------------------|---------------------------|---------------------------------|
| Unit D&E, 15/F Seabright Plaza | Menara Mutiara Bangsar   | 22 Lorong 21A Geylang     | 5F-2 Nanjing Technological Bldg |
| 9-23 Shell Street              | 8-10-13 Jalan Liku 59100 | #06-01 Chin Hin Hang Bldg | 328 Chang Chun Road             |
| North Point                    | Kuala Lumpur             | Singapore 388431          | 104 Taipei                      |
| 852. 3104 1592                 | 603. 2284 5080           | 65. 6742 7556             | 886. 2. 2719 3633               |