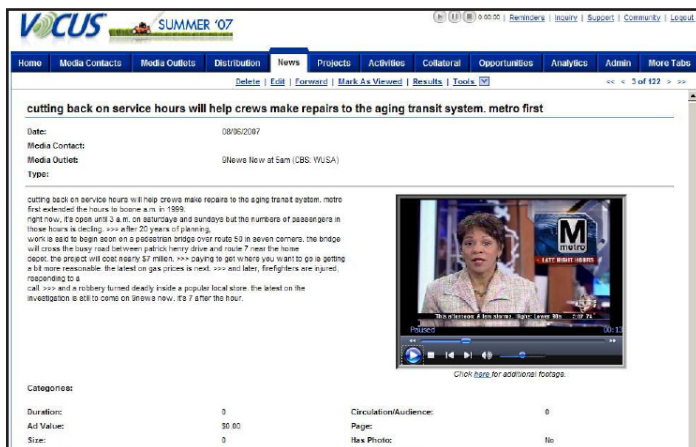# Vocus Summer '07 What's New

Welcome to Vocus Summer '07, the latest release of the industry's most advanced on-demand software for public relations management. Developed using input from our customers, Vocus Summer '07 is packed with new features and enhancements that make it easier than ever to monitor, manage, share and analyze news that affects your organization.

New ways to monitor your news

Monitoring news helps you not only see the results of your PR efforts but keeps you up-to-date on competitors and your industry at large. Vocus Summer '07 includes new tools that help you stay on top of all the news that's important to your organization.

- **Integrated Video Clips -** Vocus Summer '07 delivers an easy way to track your broadcast coverage by allowing video clips to be played directly in the software. Whether you post clips yourself (WMV, AVI, MP3) or have them delivered by our partnered video sources, you now have the ability to immediately play back your broadcast stories when viewing your news results.

- **RSS Reader -** Really Simple Syndication (RSS) is an increasingly popular way to distribute and capture news. With Vocus Summer '07, you can have RSS feed from any source automatically delivered into your news database, helping ensure you always get the latest news from virtually any outlet.

Improved news management helps automate your day-to-day tasks

Managing your organization's news has never been easier. Vocus Summer '07 streamlines many crucial tasks to help you get your job done more quickly.

- **Highlight Duplicate News Articles -** With this latest release, Vocus automatically identifies stories that are republished, reprinted or syndicated. Whether from the same outlet or a wire service, you will be able to quickly identify matching stories and view a group of identical or similar stories with a single mouse click.

- **Customize Your User Interface -** Vocus Summer '07 allows you to customize your News Edit Screen. Whether you are adding news stories to Vocus or editing existing clips, you can prioritize the order of fields based on importance and select which fields should be mandatory.

- **Prioritize Your News -** Is one article important to show at the top of your news forward? Vocus Summer '07 allows you to set the order of your clips so the most important news appears at the top of your news forwards.

Easier ways to share news that impacts your organization

Sharing important content with colleagues and senior management is critical for any organization. Vocus Summer '07 makes it easier than ever to get the news in the hands of those who need it.

- **Automatic News Forwards.** Vocus Summer '07 introduces a more streamlined method for delivering your news content on a daily basis. Simply select one of your favorite News Forward Templates to automatically send a daily report (AM, PM or both) to important stakeholders, ensuring that important articles and industry news is being shared with executives in a timely manner.

- **RSS Publishing.** Vocus now allows you to publish your news as an RSS feed, making it easier than ever for someone to subscribe to news articles about your organization. And if you have Vocus Enterprise Edition, you can also use RSS to publish press releases or other content.

More powerful ways to analyze your news coverage

Many customers rely on Vocus to help them measure the impact of their PR efforts. Vocus Summer '07 introduces advanced new tools designed to instantly provide deeper insight into the news that impacts your organization.

- **Automatically Define News Articles by Type -** Vocus Summer '07 automatically determines whether an article is a Feature, Brief, Mention or Press Release, helping to reduce the time you spend classifying your news.

- **Automatic Sentiment Analysis -** Spend less time sorting through your news and more time managing your organization's reputation. Using advanced Natural Language Processing (NLP) technology, Summer '07 automatically reads news or blog articles and shows you if the tone of the news is positive, negative or neutral. You can even be automatically alerted to shifts in market sentiment so you can react to emerging trends or events more quickly.

- **Enhanced Analytics Maps -** Vocus Summer '07 introduces updated maps to easily identify the geographic region where your coverage originates. Whether you are analyzing news in a US DMA or analyzing coverage worldwide, Vocus gives you the insight to know immediately where your efforts are resulting in coverage.