



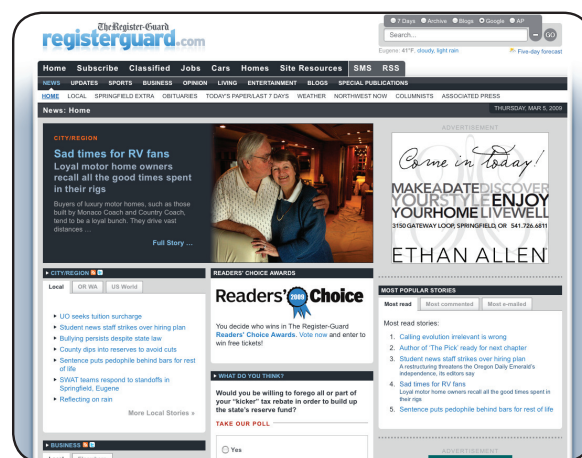
DTI Lightning

The Multidimensional Content Management System

The 24-hour demands of the information age and current market pressures have created unique opportunities for the news media industry. *DTI Lightning* is a fast, multidimensional content management system that is simple to use so news media companies can compete and win. It drives the integrated newsroom model by streamlining simultaneous Web and Print workflow from a single publishing system.

DTI Lightning makes multidimensional publishing a reality. You can drag, drop and stylize images, videos, audio clips, Web links, and virtually any element from the database—all without any need to know HTML code. Corrections and updates to any content are made instantaneously. You can even pre-schedule content archiving and purging to match the needs of each media channel.

DTI Lightning gives you the power to deliver your content wherever you find your audience: online, mobile, and more. *DTI Lightning* is an integral part of our innovative *DTI ContentPublisher* solution. The system serves content to all digital and print channels directly from the InterSystems Caché database and is available either on-premise or through *DTI Cloud* – the SaaS platform for publishers.



- *DTI Lightning* is a complete multidimensional content management system solution for Web and print and more.
- *DTI Lightning* publishes content from a single multidimensional Caché database without the need for duplicating any content. When this system architecture is applied to one of DTI's many predesigned publication/site layouts, you can launch a new website in a matter of hours or days rather than months. From there, any news organization can simply refine the look and feel of their site.
- *DTI Lightning* manages the seamless flow of content from a full spectrum of available sources of news content, including local and remote writers, citizen journalists, wire feeds and media contributors to any media publication, such as traditional print, Web, RSS feeds, email, and content published to various handheld devices.
- Any content stored in the central database or accessible through electronic means can be published through *DTI Lightning*.



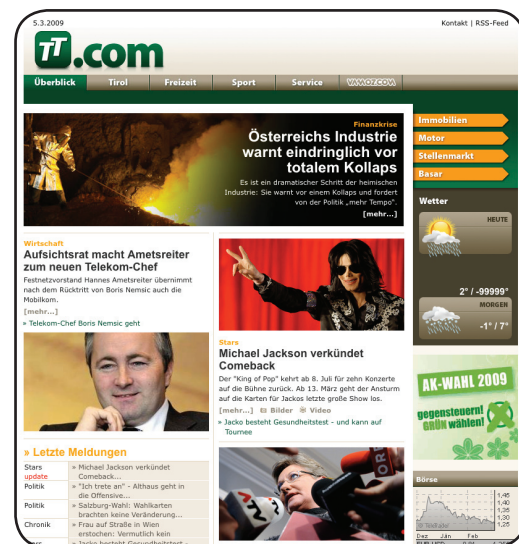
DTI Lightning's Rich Feature Set

DTI Lightning offers a multitude of features to enhance the interactive appeal of a website to create new ways to engage your audience.

- RSS feeds, surveys, opinion polls, dynamic content such as most popular stories.
- Integration tools provided to import and export data to social media sites and third-party systems via XML, FTP and data mapping.
- Content sharing tools to email stories, set links to related stories, reader comments, and related picture galleries.
- Media clips without third-party players, search engine optimization, user registration, automatic publication, Google maps, tag clouds and more.
- Get more from the Lightning Bolt Marketplace – join a growing community of news media professionals who are developing popular new website features that you can simply plug in to your site.

Monetize Web Operations

- Enable Web-first publishing and integrated newsroom models as part of everyday workflow.
- Completely automate print-to-Web publishing workflow.
- Flow content to non-DTI print systems.
- Opens up opportunities for increased Web monetization.
- Extremely easy to integrate third-party applications, saving time and money.
- Manage multiple websites with easy manipulation of content—placement, editing, stylizing, etc. without any technical training.
- Refine your website using site analytics and built-in search engine optimization tools.



DTI™ continues its 20-year partnership with Adobe® as the first CMS developer to integrate multiuser versions of Adobe's Dreamweaver® and InDesign® applications with *DTI Lightning*. The combination of *DTI Lightning* and the Adobe suite of applications brings within every journalist's reach the capabilities that previously required the skills of Web developers.

Want to get started with *DTI Lightning*? Contact us at info@dtint.com.