

XTREME PORTFOLIO

CUSTOMISED ONLINE ADVERTISING ARCHIVE

XTREME
INFORMATION

XTREME PORTFOLIO IS A TAILORED, CENTRALISED AND COST-EFFECTIVE ARCHIVE OF NATIONAL AND INTERNATIONAL ADVERTISING.

Portfolio is a powerful tool used by clients to access advertising creative. Each site is created following a specific client brief and is fully password protected. Material is delivered to sites daily via the Xtreme Information central database.

KEY FEATURES

DATA

TV, Press, Outdoor, Radio and Internet Banner advertisements are available on this platform.

SEARCH

Our easy-to-use search facility enables simple or complex queries to be answered in seconds.

Search for advertisement by Brand, Country, Keyword, Category, Source, Date.

Additional Search Features

- Daily alerts are available, notifying nominated users of the latest material added to the site.
- Automatic notification of new material added since last visit.
- Search results ordered by brand, date, media and country.
- Assign your own keywords to individual ads and use these to search the database.
- Add personal or general notes to individual ads.

RESULTS

- View detailed list with thumbnails.
- Download PDF or excel files.
- Sort list by any of the search criteria.

The screenshot shows the search interface with the following elements:

- Navigation: Home, Search, Saved Searches, Admin, Brief, Help, Sign Out
- Group: Xtreme Portfolio Demonstr.
- Search Summary (Right):
 - Date Range: 1/02/2006 to 30/04/2006
 - Country: Australia
 - Category: Business Finance (Multi-Type), Telecom Hardware
 - Brand/Product: All Brand/Products
 - Media: All Media
 - Keyword: (empty)
 - Client Keyword: (empty)
- Search Criteria (Left):
 - Date Range: From 01/02/2006 To 30/04/2006 (dd/mm/yyyy)
 - Country: View Country List
 - Category: View Category List
 - Brand/Product: (empty) Find
 - Media: Press, Television, Poster, Radio, Internet Banners
 - Keyword: (empty) ?
 - Client Keyword: (empty) Find ?
- Buttons: Save Search | Clear, Run Search
- Footer: For general help: Tel Sydney +61 (0) 2 9956 6888 and Melbourne +61 (0) 3 9682 9802 | Email: Click Here, <http://www.xtremeinfo.com.au/>

The screenshot shows the search results page with the following elements:

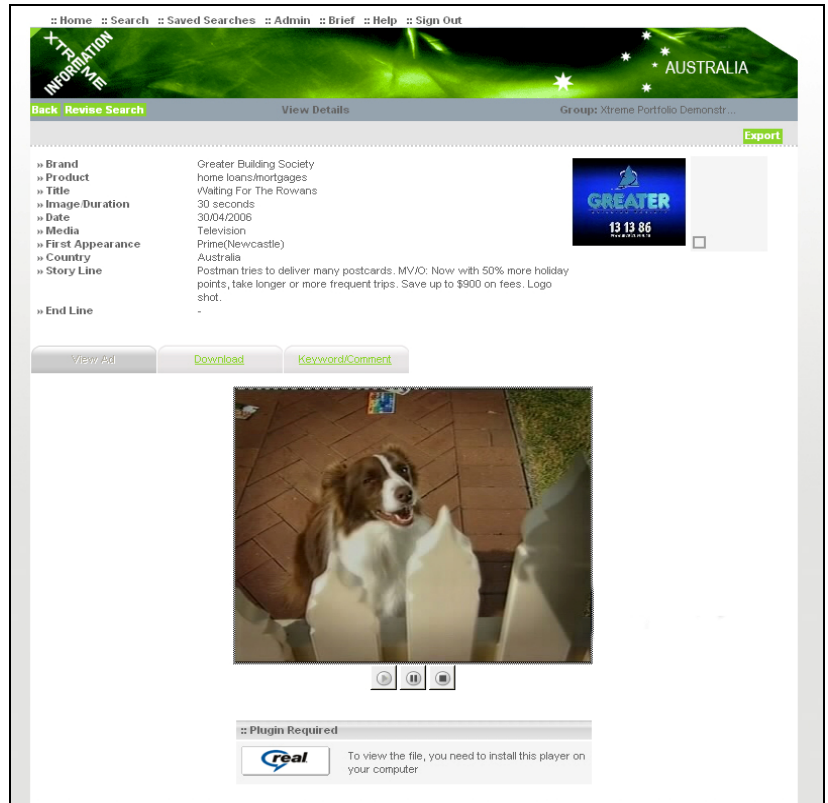
- Navigation: Home, Search, Saved Searches, Admin, Brief, Help, Sign Out
- Group: Xtreme Portfolio Demonstr.
- 48 Ads Found
- Buttons: Select All, View 0 selected items, Save Search, Export
- Hide Search Summary
- Page 1 of 4
- Sort By: Date Descending
- Search Criteria (Left):
 - Date Range: 1/02/2006 to 30/04/2006
 - Country: Australia
 - Category: FINANCIAL, Business Financial Services, Business Finance (Multi-Type), TELECOMMUNICATIONS, ...
 - Media: Press, Television
- Results Grid (Right):
 - Item 1: Nokia 7000 Series mobile phone...
 - Title: What can you see?
 - Image: 1 image
 - Date From To: 30/04/2006
 - Media: Press
 - First Appearance: IN STYLE
 - Country: Australia
 - Story Line: Colour ad with metallic ...
 - End Line: -
 - Item 2: Sagem MY-series mobile phone...
 - Title: Bon Bloody Jour
 - Image: 15 seconds
 - Date From To: 30/04/2006
 - Media: Television
 - First Appearance: HSV7 (Melb)
 - Country: Australia
 - Story Line: Australian men answer th...
 - End Line: French style. Proven in ...
 - Item 3: Motorola Razzr V3 mobile phone...
 - Title: MotoRazr V3i
 - Image: 1 image
 - Date From To: 28/04/2006
 - Media: Press
 - First Appearance: -
 - Country: Australia
 - Story Line: left side text, below in...
 - End Line: -
- Footer: Details View buttons for each result.

For further Information on Xtreme Portfolio contact:
Hugh Gibson or Mungo McCall on +61 (2) 9956 6888
hugh.gibson@xtremeinfo.com.au or mungo.mccall@xtremeinfo.com.au

WATCH

We do all the background work so you can view the spots you need, the way you want.

- You can choose to play the spots and view the ads at your desk or save them to your desktop to use in presentations or other research.
- View TV spots online in preview format and press ads as JPEG or PDF files on the site.
- View Downloaded TV spots in RealPlayer, Windows Media Player or Quicktime formats
- Receive print ads by email as JPEG files.
- Advertisements are also available on DVD, VHS and cd-rom.



Your own Research Management Tool

Our platform provides unrivalled flexibility. Supplied with information monitored by Xtreme Information, the site is hosted by us in Sydney, Australia and offers password-protected access to your nominated users around the world. Your site is updated daily - all new material fitting your brief is automatically loaded to the site as soon as it is entered into the Xtreme Information database.

User Support

When you subscribe to Xtreme Portfolio it is the beginning of the relationship. We provide full back-up on and offline to ensure the service meets your needs.

Hosting and Access

Access to the website is by unique access code and password; the material is held on a server hosted by Xtreme Information in Sydney.

For further Information on Xtreme Portfolio contact:
Hugh Gibson or Mungo McCall on +61 (2) 9956 6888
hugh.gibson@xtremeinfo.com.au or mungo.mccall@xtremeinfo.com.au