

## CM4all Sites - Feature List

### I. Enhanced Customization Options

CM4all Sites features an even wider range of customization options than our other VAS products. Our latest innovation provides numerous opportunities to adapt its look and feel to our OEM partner's brand.

#### ■ **User Interface**

The existing co-branded standard user interface is fully adaptable so we will integrate our OEM partner's corporate design, corporate logo and corporate colors. Where applicable the color of all highlighting effects of text, borders and buttons within the GUI will either be set to a color of choice or also be adapted to the partner's corporate colors.

#### ■ **Instant Setup Page**

This brand-new feature allows for almost any kind of customization. Since users only choose their main and sub-category on this page it is the perfect spot to place additional contents. We offer custom design of the complete page layout as well as integration of video content such as tutorials or advertisements. Of course we will also incorporate any other kind of support and promotional materials. Custom categories to supplement the default set of categories can be created and managed by the OEM partner to further differentiate the offer.

#### ■ **Integrated Teaser for Full Version**

A designated button within the GUI activates a teaser to the CM4all Sites Full Version. The website linked to the teaser is defined by our OEM partner.

### II. CM4all Sites Core Functionality

CM4all Sites is based on a completely revamped CM4all technology and a new GUI. An integral part of CM4all Sites is our new widget technology which allows for convenient drag & drop, configuration, and arrangement of all website elements. Widgets are standalone website functions and design elements that end users can integrate into their website. With customers in mind we designed CM4all Sites with an open widget API that allows for continuous development of additional widgets not only by us but also by OEM partners and external software engineers.

The core of CM4all Sites is the following set of default features and capabilities:

#### ■ **Instant Website Setup**

In a two-step process the system automatically creates a pre-configured website. Users never start from scratch but start off with the creation process on the basis of a complete website.

#### ■ **Website Suggestion With Site Tree and Pre-defined Contents**

Based on the selected main and sub-category, users receive navigation and content proposals which can be directly transferred and adapted.

#### ■ **WYSIWYG Website Editor**

Text and image editing without any pop-ups. A dynamic office style toolbar provides multiple formatting options and our brand new images widget provides one-click resizing.

#### ■ **Unlimited Access to Included CSS Design Templates**

Our design templates were created by professional graphic artists and screen designers – for both private and business realms. They are continuously enhanced to ensure cutting-edge layout.

- **Media Archive**

Fully licensed high-quality images in categories that match popular industry sectors. The categories help users finding the right match for their content. The media archive also includes the option to link to external image providers such as Fotolia®. Media archive contents are restricted to the use as key visuals within the CM4all Sites Limited Edition while available for completely unrestricted use within the Full Version.
- **File Manager With Drop Zone**

Multimedia File Manager for uploading and management of all kinds of multimedia resources. Documents as well as photo, video and music files are conveniently uploaded to the user's webspace via drag & drop.
- **Clipboard Functionality**

When intended to be moved to another page or to be finished later images and widgets can be stored on the clipboard. Thus all configurations are maintained and users can reinsert the element at a later point in time.
- **Page Navigation Manager**

Our two-stage flyout menu provides full control over the website's structure. Stage one allows to add, edit, move and delete pages while stage two offers convenient management of all page specific SEO options.
- **Teaser Functionality for Widgets**

Some widgets include a teaser function which is intended to draw attention to its content and to guide visitors to the actual location of the widget.
- **SEO Settings**

Global title, keyword and description entry to enhance search engine ranking.
- **3rd Party Statistics Integration**

Convenient integration of Google Analytics® and other external web statistic tools to track and understand visitors' behavior and site usage.
- **Favicon Editor**

Users can either import their own image or create an individual favicon for their website.
- **General Settings**

The chosen category and sub-category are exchangeable at any time. With the click of a mouse the complete website can be deactivated whereupon an "under construction page" is automatically published.
- **Advisor and Tool Tips**

An interactive help menu provides straightforward guidance on how to get started. Content sensitive tool tips appear when the cursor hovers over editable areas.

All these core widgets and functions are available in both the Limited Edition and Full Version of CM4all Sites.

## III. Product Configuration and License Types

CM4all Sites provides enlarged flexibility with regard to the actual feature configuration and use of a product package for both OEM partners and end users. The product is offered in a Limited Edition and Full Version. Limited product packages are defined by a maximum amount of feature points. Additionally, certain widgets are only available in the Full Version of CM4all Sites. In the Limited Edition these widgets are still displayed in the editor in order to show users the full functionality of CM4all Sites as well as the potential of upgrading to the Full Version. However, they are disabled and marked as Full Version only widgets.



### CM4all Sites Limited Edition

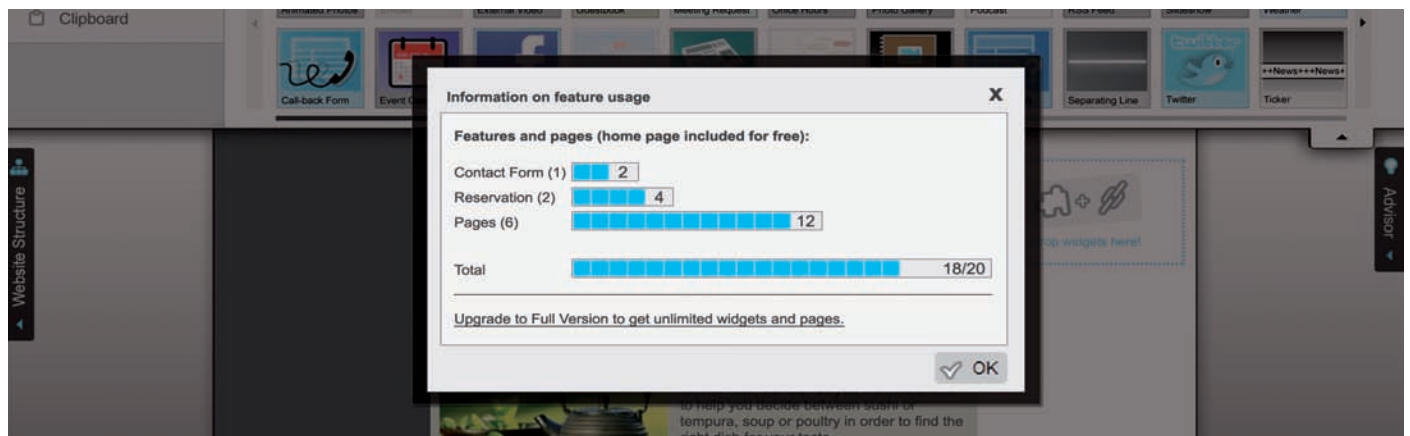
CM4all Sites Limited Edition offers an **unlimited number of generic CSS design templates** and utilizes **feature points as measuring unit for individual features**. We allocated a specific amount of feature points to each widget and number of pages. The maximum amount of feature points in the Limited Edition is set to 20.

Thereby the Limited Edition of CM4all Sites enables OEM partners to independently define and manage default product packages for bundling with different hosting plans or access tariffs within the limitations of the available feature points. End users have the flexibility to add and remove features from their accounts at any time as long as these changes are feasible within the feature point limit of their account. Incorporated in the widgets menu a clear **feature usage bar** indicates the maximum amount of feature points available as well as the number of points currently used.

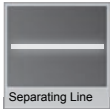
When the cursor is moved over a widget icon the tool tip menu displays the assigned feature points. The feature usage bar extends dynamically and depicts both the current amount of feature points used and the total number of points needed when the widget would be added. In case the addition of a specific widget would exceed the feature point limit the tool tip menu notifies the user and the feature usage bar informs about the exact number of points missing.



CM4all Sites Limited Edition also includes a convenient **feature usage dashboard**. It provides end users with a detailed overview of their feature usage and feature point budget. The lower part of the dashboard contains a teaser for the Full Version. The URL to which it leads the user can be specified by the OEM partner (e.g. upgrade step in the OEM's control panel).



CM4all Sites Limited Edition provides access to the media archive but restricts the contained images to the use as key visuals only. The following widgets are included in the Limited Edition and available for the indicated number of feature points:



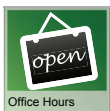
**Separating Line** 0  
A website element that graphically separates different contents from each other.



**Counter** 1  
Available in different styles this widget counts the hits on a website - visible or invisible.



**External Video** 1  
Enables the integration of external video content. By simply entering the embed code users can display content from any third party video provider on their own website.



**Office Hours** 1  
A handy tool so website visitors are informed about the office hours at a glance.



**Ticker** 1  
Users simply enter a ticker text to highlight the latest news about their business or anything else.



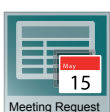
**Call-back Form** 2  
A specialized form that gives visitors the opportunity to ask for a call-back.



**Contact Form** 2  
A general contact form so visitors can share their thoughts, praise, and criticism with the website owner.



**Guestbook** 2  
Provides visitors with the option to leave a comment. The widget includes email notification service and comfortable management of guest entries.



**Meeting Request** 2  
A specialized form to request a personal meeting. The visitor can also opt-in to receive further information about the business.



## Podcast

■ ■ 2

Augments a website's content by displaying podcasts from external providers.



## Proposal Request

■ ■ 2

Prospective customers can send businesses a detailed request without leaving the website.



## Reservation

■ ■ 2

This form handles all reservation requests, no matter if it is a business lunch or a candle light dinner.



## RSS Feed

■ ■ 2

Keeps websites updated automatically. Website owners simply subscribe to RSS feeds of their choice and add them to their own content.



## Weather (U.S. & Canada only)

■ ■ 2

Depending on where it is placed on the website the widget displays either the present weather situation or a three day forecast in a graphically appealing way.



## Facebook

■ ■ ■ 3

Users with a Facebook® account have the choice to enhance their website with the popular Like Button or to leverage data from the social network to display profiles, status updates, and many more.



## Twitter

■ ■ ■ 3

Using their individual widget code from twitter.com users have four different options to integrate tweets within their website.



## Event Calendar

■ ■ ■ ■ ■ 5

Website owners can easily publish upcoming events and configure the widget in a way that it automatically removes expired ones.



## News

■ ■ ■ ■ ■ 5

This widget provides visitors with a compact overview about the latest news and posts. Users conveniently create, manage, and delete entries directly within the widget's configuration menu.



### Animated Photos

■ ■ ■ ■ ■ 5

Applying the Ken Burns effect animated photos bring a stylish look to a website and complement the classic slideshow.



### Photo Gallery

■ ■ ■ ■ ■ 5

Lets visitors see a set of photos at a glance. Frame size, spacing, and number of images per page are adjustable.



### Photo Table

■ ■ ■ ■ ■ 5

The viewer experiences the photos like Polaroid® prints lying on a table. They can be mixed and zoomed in at will.



### Photobook

■ ■ ■ ■ ■ 5

This widget takes the term photo album literally and lets the viewer leaf through a virtual photobook.



### Slideshow

■ ■ ■ ■ ■ 5

The classic slide show feature enhanced with comprehensive options to set timing, animation effects, and much more.

By default every CM4all Sites account is supplied with a home page. End users of the Limited Edition can add additional pages within the feature point restrictions.



### Additional Page

■ ■ 2

Users add and move pages as simple as all other contents via drag & drop.

## CM4all Sites Full Version

The CM4all Sites Full Version comes with an **unlimited number of generic CSS design templates** and an **unlimited amount of feature points**. Hence end users can select an **unlimited amount of widgets and pages**. Furthermore, the images of the media archive are available for unrestricted use as key visuals and elements within the website's content area. In addition to the functionality of the Limited Edition the Full Version features the following widgets which are exclusively available within the Full Version:



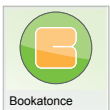
### Embed

Our all-round talent handles every type of external content integration. Potential applications include online shops such as Amazon® aStore as well as content syndication or third party business services.



### Map & Directions

Website owners can display their business location on an interactive map. Additionally, they have the option to provide visitors with detailed driving directions. To offer this service we have licensed Microsoft's Bing™ Maps for enterprises.



### Bookatonce

In cooperation with Bookatonce, a specialist for web-based hotel management software, we developed this online booking widget. Customers of Bookatonce can easily integrate both the online hotel reservation service and an availability calendar into their website.



### OpenTable

This widget was exclusively developed for our partner OpenTable®. It enables visitors to conveniently book a table while they are on the website – no extra call or email necessary.



### Shopping Cart

Users can set up their own entry level online shop with various payment methods including PayPal®. The layout automatically fits to the chosen CM4all Sites website design.

In order to further expand the widget catalog future paid widgets can be added to the full version at any time.