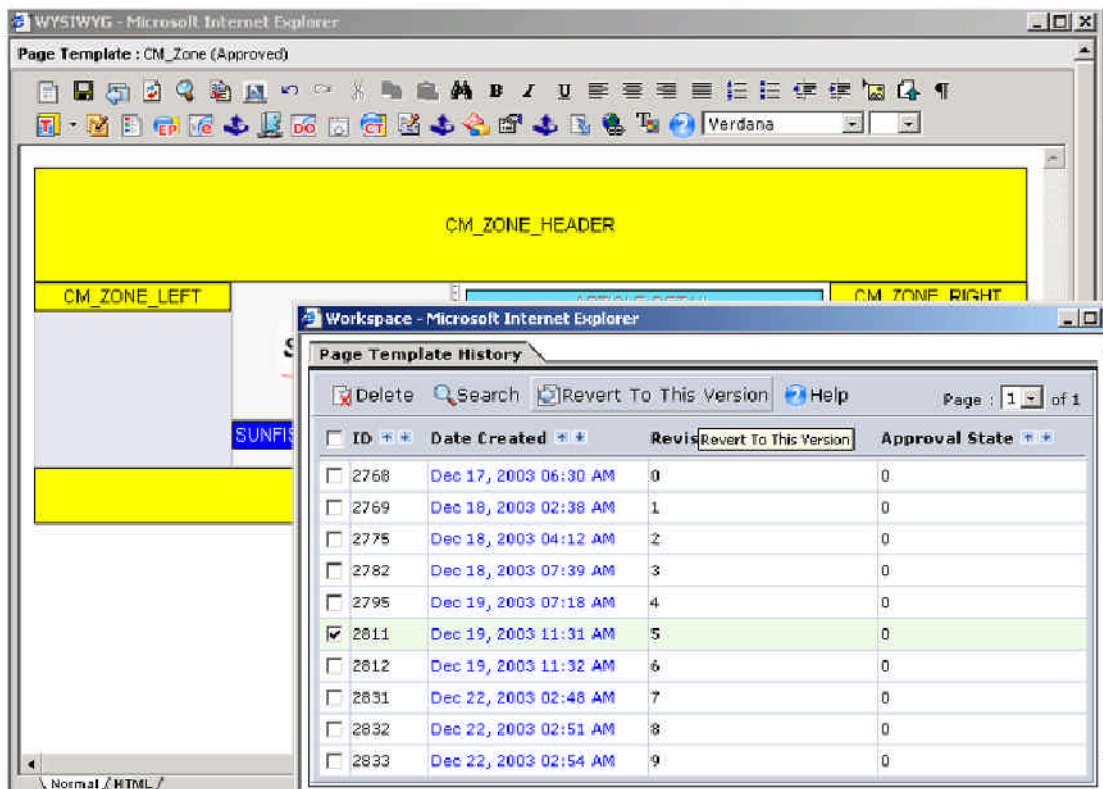


WYSIWYG Editor

The website is likely the most flexible and detailed marketing and communication tool a company has. Over time as your website grows, the advantages of this flexibility can transform the website from being a simple marketing tool to the primary method of assimilating and distributing all types of information. To gain full advantage of this technology it is essential that the technology be as easy to use as possible. SunFish CM is designed around the concept of uncompromised flexibility, while maintaining ease of use for the relative technical ability of each type of user. While SunFish CM has many advanced features, the normal user will require only a small subset of the available functionalities. These functionalities are made available through the various What You See is What You Get (WYSIWYG) editors.

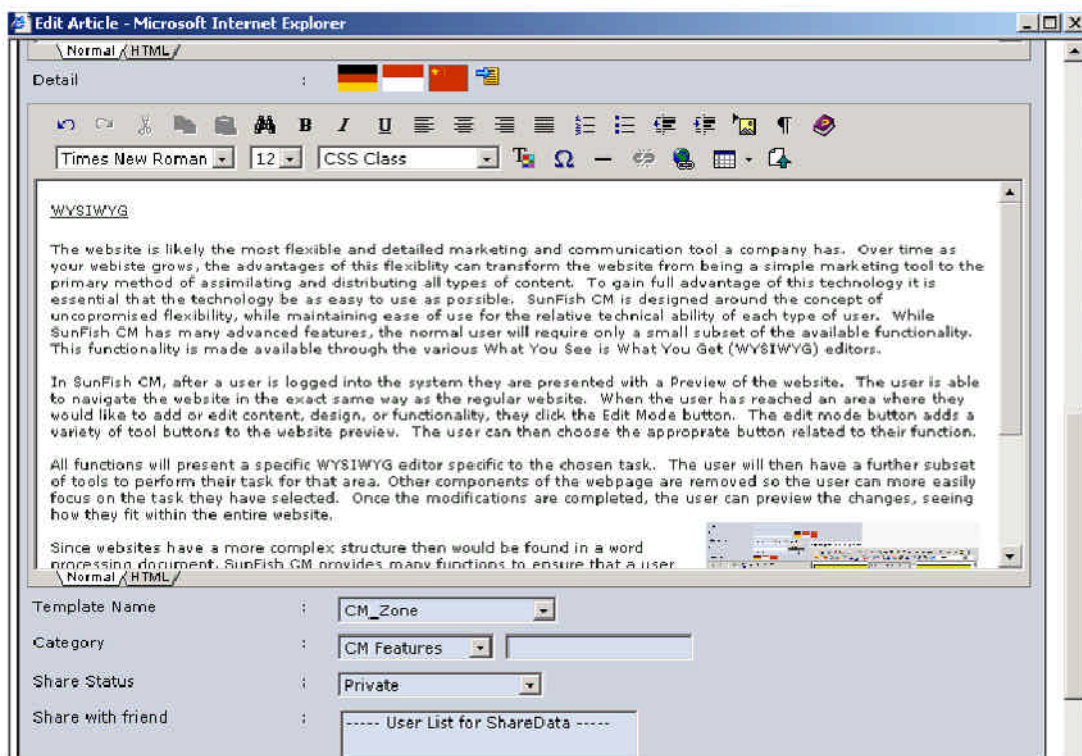


In SunFish CM, after a user is logged into the system they are presented with a Preview of the website. The user is able to navigate the website in the exact same way as the regular website. When the user has reached an area where they would like to add or edit content, design, or functionality, they click the Edit Mode button. The edit mode button adds a variety of tool buttons to the website preview. The user can then choose the appropriate button related to their function.



WYSIWYG Editor

All functions will present a specific WYSIWYG editor specific to the chosen task. The user will then have a further subset of tools to perform their task for that area. Other components of the web page are removed so the user can more easily focus on the task they have selected. Once the modifications are completed, the user can preview the changes, seeing how they fit within the entire website.



Since websites have a more complex structure than would be found in a word processing document, SunFish CM provides many functions to ensure that a user with basic computer skills can easily understand how to complete their task without needing to learn about the structure of HTML, or any other technical subjects.

The system fully supports drag and drop features through WYSIWYG HTML editors as a content integration tool. Adding and editing content become easier by using this tool since users are able to insert files through a browse button, which will display a standard file menu similar to Windows Explorer® (MS Windows Platform™). The HTML editor is built for ease of use; only requiring basic knowledge of web browsers and MS Windows. Advanced knowledge of HTML is required for making high level changes to the overall graphic design only.