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Enternet realigns newspaper product offerings to capitalize on technology advances.

Steve Young joins Enternet as Eastern Region Sales Manager.

(Nexpo03 at Las Vegas, Nevada) Enternet LLC, the leader in control systems innovation for twenty-five years, announced here at the newspaper industry's annual trade show for operations and systems executives a major realignment of its network-based inserter and collator control systems. Taking advantage of the .NET¹ framework from Microsoft, Enternet detailed its "eSeries" of control systems tailored to meet the most demanding advertiser requirements for target market advertising and content-specific production. Importantly, Enternet's eSeries products include inserter and collator control systems appropriate for all sizes of daily newspapers, from the largest to the smallest. Each eSeries product includes the option of full TMC capability and all mid-range systems are fully upgradeable to high-end systems.

Newspapers have the unique ability to offer their advertisers non-duplicative total market coverage by inserting relevant FSI's to subscribers and by mailing those preprints to non-subscribers. Non-newspaper advertisers must use direct mail for 100% of the total market, giving newspapers a terrific cost advantage! But only if they have the ability to package accordingly. All eSeries products include such TMC capability.

The eSeries products take advantage of a real-time operating system running within the Windows® 2000 platform, yielding a single-computer solution that saves money and reduces installation effort/expense. Mid-sized newspapers previously unable to justify the expense of Enternet's high-end systems no longer need be scared off - **we have price points and installation protocols that will appeal to all newspapers.**

Here's the lineup within Enternet's eSeries for newspapers:

Newspaper Circulation	UP TO 25,000	25,000 > 100,000	100,000 AND UP
INSERTER CONTROLS	e3005	e3050	e3500
COLLATOR CONTROLS	e3001	e3010	e3100

In addition, Enternet announced the development of its eSP3500 Sunday Package control system, for inline one-pass polybagged packaging of a collated collection of preprints. The eSP3500 combines elements of Enternet's high-end collator controls with sophisticated interfaces into related production systems such as palletizers, warehouse management systems and production planning systems. The eSP3500 control system has been built on the base of control systems Enternet has developed in its large-scale commercial printing/bindery business, where they're universally regarded as the "gold standard." The newspaper industry is at the beginning of a trend to build their all-important Sunday preprints in one pass into a polybagged package and Enternet's eSP3500 control system is **"ready NOW"** to enable this.