



As business moves increasingly faster, it is of critical importance to have access to an information aggregation service which can keep pace. Speed and scope is increasing exponentially in today's interconnected world, and there is a need for a new breed of information player to accommodate this rapid change.

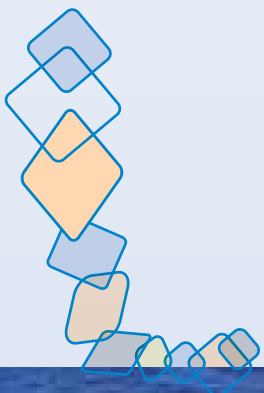
Whether it is company news, competitor information, industry news or market changes, Wiser's flagship product, WiseNews, delivers the required information. It tailors and packages content from newspapers, magazines, journals and newswires from across the Greater China region. Whereas a traditional media monitoring service would provide the bare, unfiltered essentials, this web-enabled innovative news monitoring solution comes with unprecedented functionality, allowing search, categorization, image viewing functionality, archival and even the distribution of email alerts.

Unrivalled Feature Set:

- Innovative tracking and categorization. Standard or customized, tracking folders allow for unrivalled grouping by subject, keyword, industries and stock codes.
- Award-winning proprietary search engine. A thorough news search by keywords, date, categories, author or source, including companies listed in Hong Kong, Taiwan, Shanghai and Shenzhen stock exchanges.
- Integrated Thesaurus. The integrated Thesaurus allows for a truly comprehensive search by keyword through a smart term linking process and a bilingual automatic translation (from Chinese to English and English to Chinese).
- Web-enabled. This allows not only retrieval from any Internet-enabled access point, but also the ultimate in portability and sharing.
- Digital archive. Covering 20 million items in archive as of January 2004, growing by 0.5 million each month, our service is fully web-enabled to allow swift and easy access.
- Documentation toolset. Users can download, print and forward as necessary for circulation and/or filing.
- Premium services. Email Alert functions allow integration of external information with corporate mail systems, and Image Viewer functions allow abstraction in original formats.

Benefits:

- Legitimate and attributable content. Relevant news information, accurately filtered and categorized, from verifiable and recognized sources delivered in a timely manner.
- Cost effectiveness. By utilizing a digital archive, paper use, administration and delivery costs are minimized, yet past news can be easily retrieved in its original format.
- Workflow improvements. Efficiency is maximized and information flow is enhanced through the centralized platform, yet content is accessible from multiple locations simultaneously – ensuring effective communication and a coherent, congruent information base.
- Accurate competitive information. Users are able to monitor the competitive landscape, thereby enhancing the competitive intelligence system, by identifying opportunities and mitigating threats promptly. Industry trends can be identified practically real-time, and responses to marketing campaigns can also be ascertained almost immediately.
- Flexible research parameters. Unparalleled daily media monitoring enabling true “current awareness”, enhanced by the ability to run and process ad-hoc information searches.



WiseNews

“A continent’s breadth within arm’s reach”



WiseNews

- ① Various categories and data from a vast majority of sources can be preset to match every client's own market intelligence requirements.
- ② All keywords are highlighted to facilitate visibility.
- ③ A comprehensive source encompassing up to hundreds of physical titles, newswires, and websites.

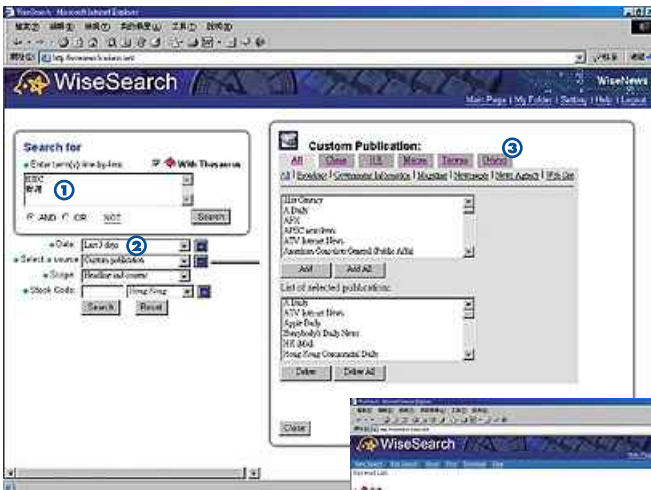
Image Viewer

- ① Customized Image Viewer function allows users to view article in original format.
- ② Thumbnail preview saves users time and bandwidth.



Email Alert

- ① Email Alert function allows immediate alerts of important events and swift response.



Keyword Search

- ① Sophisticated keyword search, using logical operators such as “and”, “or”, “not” for maximum flexibility.
- ② Unparalleled digital archive dating back over five years, instantly accessible.
- ③ Total Greater China Region coverage from a variety of channels.

Thesaurus for Keyword Search

- ① Thesaurus – linked bilingual terms, from English / Traditional Chinese / Simplified Chinese, abbreviations and acronyms can be automatically added to a keyword search, allowing for a comprehensive search output.



Search Results

