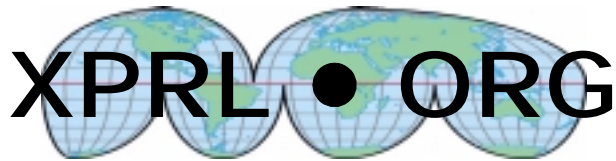


e X t e n s i b l e P u b l i c



R e l a t i o n s L a n g u a g e

THE XPRL OBJECTIVE

XPRL.org is a not-for-profit organisation which aims to **create** a **global** open **standard** for eXtensible Public Relations **Language** and the use of applications based upon it in order to **increase efficiency** and **quality** in formal **public relations** practice.

WHAT IS XPRL?

XPRL is a computer language designed for information exchange
- eXtensible Public Relations Language.

XPRL is one of the family of eXtensible Mark-up Languages (XML). It is can exchange information with any other XML standard, eg

- NewsML - used by news organisations
- XBRL - used in financial reporting.

WHAT'S IN THE NAME?

Language – XPRL allows computers to understand each other. Tools developed in XPRL are of universal and global value.

Public Relations – developed by PR experts for PR work, designed to meet the specific needs of professional PR activity - volunteer to have your say.

Extensible – future-proof because new scope can be added as needed to keep it up-to-date and effective.

WHAT XPRL CAN DO FOR YOU

STOP WASTING TIME, EFFORT, MONEY

- re-typing, checking, re-formatting, confirming, sourcing ...

Over two-thirds of PR uses electronic networks. Full use of data processing capabilities would improve quality, efficiency and accuracy.

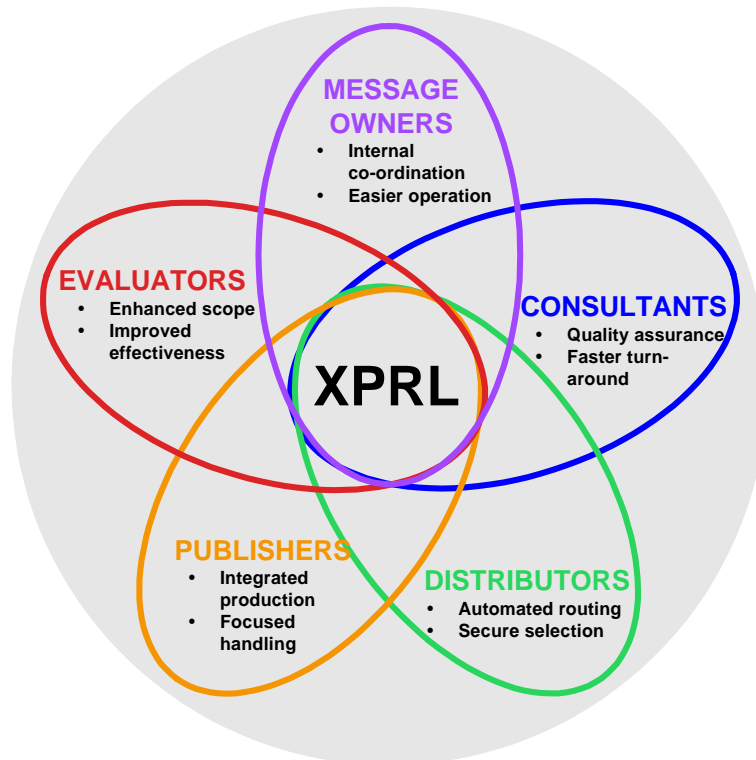
TYPICAL ELECTRONIC PR

- Exchanging drafts
- Tracking approvals
- Distributing information
- Assessing results
- Publishing content
- Receiving feedback
- Controlling process
- Managing timing

XPRL enables movement of information automatically, securely and accurately between organisations.

BETTER - FASTER - CHEAPER

The whole PR value-chain benefits from XPRL-enabled information exchange, just some examples here



eXtensible Public
Relations Language



ABOUT XPRL.ORG

- The global standard-setting body for XPRL, registered with OASIS
- Not-for-profit company
- Run by PR people for the PR value chain
- www.xprl.org gives supporters advice and information
- Special XPRL-enabled software free to supporters' representatives
- Standards created by Working Groups
- Represents organisations, individual practitioners and academics

XPRL enables electronic information exchange - accurately and efficiently - from message owner to audience, inception to evaluation, in campaign reporting and control.

CREATING THE STANDARD

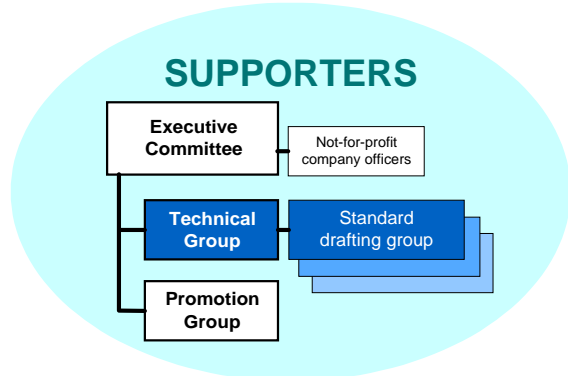
Supporters of XPRL.org control all of its activity. They set policy and volunteer resources. In particular, they decide the focus of the Standard, by sponsoring and assisting Drafting Groups for process-specific standards.

Each Drafting Group:

- Addresses a section of PR practice
- Identifies the normal information exchanges
- Determines the highest value-adding standard

Sponsors of Drafting Groups and supporters benefit from demonstration software showing how the Standard adds value to PR practice.

THE STRUCTURE OF XPRL.ORG



BE PART OF THE FUTURE OF PR

XPRL.org is open to all individuals and organisations internationally. You should join if you:

- Consider yourself or your organisation to be a thought-leader in your sector
- Want to demonstrate that you are a professional, modern PR practitioner
- Want to influence how XPRL is standardised
- are an XML developer wanting to access the PR market
- Supply services to the PR industry and want them to be more widely used

FIND OUT MORE

- Visit www.xprl.org
- Email info@xprl.org

INFORMATION AS NEWS

Three process Standards are published and available for software developers to use to create or adapt programs and tools for public relations use. The Standards cover significant information exchanges in media relations.

XPRL STANDARDS

- News release
- Clippings briefing
- Coverage reporting

XPRL IN ACTION

- Content can be text, images, video, sound etc
- XPRL does not affect or limit content
- Messages are wrapped in background computer code
- XPRL code allows information to move between systems
- Content can be re-formatted immediately to any output
- Outputs of content can be one or more of fax, email, MSS, PADS, iTV, website and print
- XPRL adds vital supplementary information and enhances archives
- Background code re-purposes material automatically for clipping and evaluation briefs
- Coverage reports can be automatic and 'real-time' from print, broadcast, Internet etc
- XPRL can be wrapped around other XMLs to increase efficiency still further

AN XPRL-ENABLED PRESS RELEASE

XPRL can add security, quality and cost-savings at each step of **information exchange**

