



Building Customized eBusiness Infrastructures  
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## **Blue Robin Inc . Introduces EZEdit™ Content Management System for Small to Large Businesses**

**Waltham, MA February 2006....Blue Robin, Inc.** a leading eBusiness Infrastructure Development company introduces EZEdit™, a robust, full featured content management system (CMS) designed to provide a user-friendly environment that can accommodate multiple users with varying skill levels. The browser/OS-independent of EZEdit™ provides an easy-to-use, multi-level authenticated text and HTML editor with similar features and functionalities of popular word processing applications.

The WYSIWYG editor of EZEdit™ allows copying and pasting code and formatted text from other applications, such as Word, Works, PageMaker, InDesign, or MS Publisher. The copy/paste is done while preserving all formatting and special characters. Content developers are able to begin creating and editing content online without ANY knowledge of HTML or need for FTP .

Upon log-in to EZEdit™, content developers are granted permission to access the authorized areas within the system. This permission-based content access management utility is designed and developed for creating, accessing, and managing menus, submenus, hyperlinks, and new page creations, etc. It offers authorized content developers the ability to navigate the CMS quickly and intuitively, using pull-down and drill-down menus to get to specific areas. An auto-log-out procedure initiates as an editor leaves an active session open without making any changes for a certain predetermined length of time. In such cases all unsaved work will be queued for immediate review once the content developer logs back in.

“Whether a site is 4 pages or 400 pages, static or dynamic, our goal is to empower all web site owners with the ability to edit the content of their site, while taking the affordability out of the equation” sates Hadi Shavarini, General Manager at Blue Robin.

EZEdit™ is designed with no restrictions on page lengths and quantity of content, and allows content developers to preview new or changed content easily. EZEdit™ also includes a collaborative Document Management System that allows users to create, manage, and upload variant file types such as Word, PDF, audio, video, etc and attach a working document to a page.

For a complete list of EZEdit™’s features please visit: **[www.bluerobininc.com](http://www.bluerobininc.com)**

### **About Blue Robin, Inc.**

Blue Robin is a leading eBusiness Infrastructure developer and can design, develop, implement, and support eBusiness infrastructures that combine data, voice, and video, utilizing the latest hardware and software technology in diverse operating environments.

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