

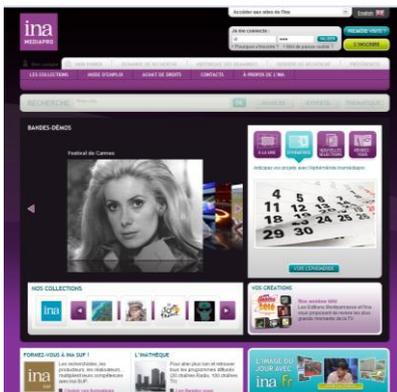
Press release

Paris | 4 April 2011

Ina presents the new version of its dedicated website for professionals: inamediapro.com

inamediapro.com, the dedicated Ina website for professionals has now been upgraded in a new version: the new and more efficient functions, editorial tags and technologies provide customers with an optimised service.

A site that is easier to use, with a more dynamic home page



With a completely new-look interface, the new version of inamediapro.com is richer, more inspiring and geared for the future.

Richer: on top of the video archive, containing almost 500,000 hours of digitised footage, more than 300,000 hours of radio programmes have been added, and can be accessed and identified thanks to an easily recognisable icon.

More inspiring and geared for the future: the home page includes a large number of new editorial tags, regularly updated to generate new ideas for future projects.

Improved functions

Because inamediapro.com is a remarkable working tool, its functions have been upgraded:

Searches are faster and more detailed. The search engine enables the fine tuning of results during the search. Four search modes, ranging from the simplest to the most expert, offer a range of working methods for each user.

The viewer and the system for creating excerpts second-by-second - unique functions which are extremely popular - have been upgraded. Finally, the site has been equipped with an FTP server for even faster electronic delivery.





More than just a tool, inamediapro is a real service

A single contact follows up each project. This special relationship ensures total responsiveness to customer needs, and ensures that deadlines are met. **inamediapro.com** also includes a documentary and IT hotline service. And for completely carefree exploitation, the rights granted are clearly defined and guaranteed.

About Ina:

Ina gathers and preserves images that make up our collective memory. It also authenticates them, endows them with meaning and shares them with the general public, through collections and expertise.

The **inamediapro.com** website is the first to have been designed for the sale of content to professionals. Launched in 2004, today it has more than 11,000 authorised users.