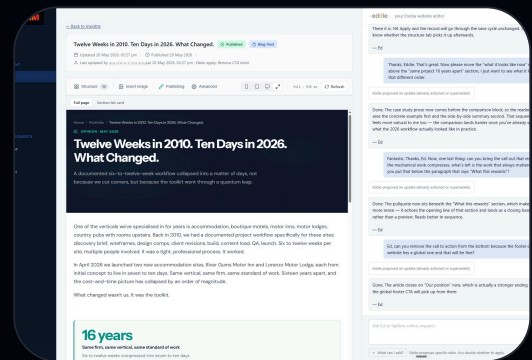


FACT SHEET, BETA RELEASE

Website content. Transformed.

PRISIMM turns natural-language ideas into production-ready website content and structured layouts, guided by Eddie, Enotia's brand-aware content director.



BETA RELEASE

Enotia PRISIMM

A new generation publishing system, available now for Enotia clients migrating from the legacy iASP platform to Enotia's Cloudflare Edge delivery layer.

NEXT RELEASE



PRISIMM for WordPress

A native WordPress plugin (Q4 2026) bringing PRISIMM formatting capability to existing Gutenberg publishing workflows.

FROM IASP TO PRISIMM

The next-generation step in a 28-year lineage.

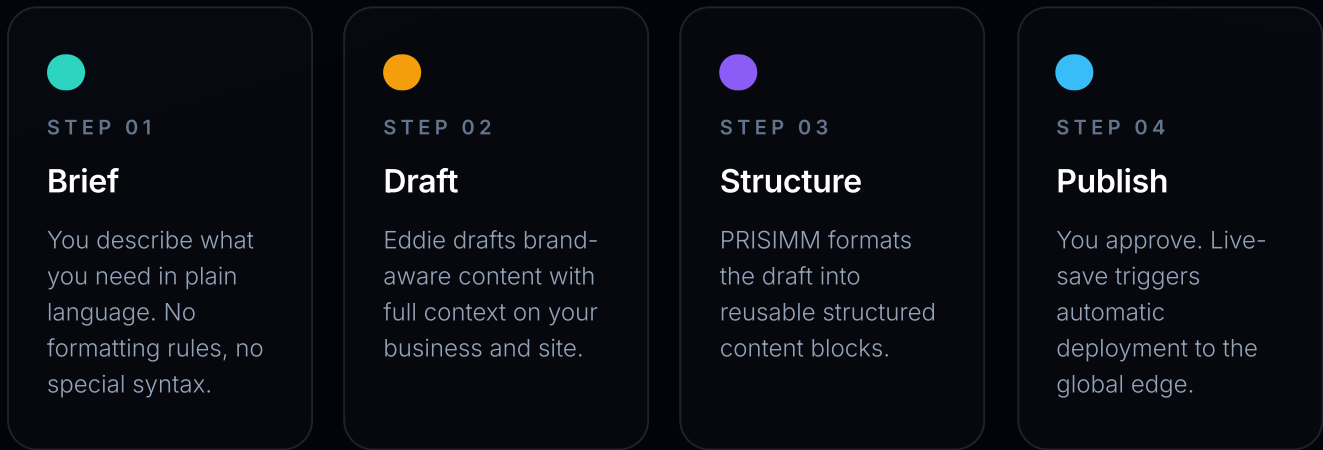
iASP served Enotia clients reliably for nearly three decades. PRISIMM carries that lineage forward with AI-assisted authoring, structured content blocks, and global edge delivery.

Capability	1998 TO 2026 	NOW, BETA 
Content authoring	Form-based field inputs	Natural-language brief, AI drafted
AI assistance	None	Eddie, brand-aware content director
Content blocks	Sectioned form fields	Structured blocks (hero, testimonial, image, and more)
Live preview	Save and reload	Live preview across page, section, and home views
Version history	Limited	Full snapshot plus diff on every save
Hosting model	Single AWS instance	Cloudflare global edge
Publication workflow	Live-save	Live-save triggers edge deployment
Editor safety	Plain textarea	Protected content blocks, no accidental breakage
Reach	Enotia clients only	Enotia plus WordPress (next release)
Lifecycle	Sunset, end Jan 2027	Active development, expanding

HOW IT WORKS

From raw brief to published page.

A natural-language request becomes a brand-aware draft, then a structured page layout ready for publication on the Enotia Cloudflare delivery layer.



BRIEF ▶ DRAFT ▶ STRUCTURE ▶ PUBLISH

<eddie>

Your brand-aware content director.

Eddie is much more than a chatbot. He has full context on your business, your tone of voice, and the structure of every dynamic area of your site, and an understanding of how to draft content for optimum presentation by PRISIMM. Eddie drafts, you approve, PRISIMM publishes.

ANSWERS

Common questions. Plain answers.

01 How is PRISIMM different from iASP?

iASP served Enotia clients reliably for nearly three decades. PRISIMM is the next-generation step in that lineage: AI-native authoring, structured content blocks, live multi-resolution preview, full version history, and global edge delivery on Cloudflare instead of a single legacy server.

02 What happens to my existing iASP-hosted Enotia website?

iASP-hosted Enotia client websites are being migrated to the new Cloudflare-backed delivery platform, with PRISIMM as the new editing environment. Migration is handled directly by the Enotia team, on a per-client schedule through 2026.

03 When can I migrate?

Contact us now to discuss options. iASP is being retired at the end of 2026, so the sooner the better.

04 Can I still edit content myself, or does Enotia do it?

Both. PRISIMM includes a modern editor with the Markdown toolbar, atomic content blocks, bundled Australian English spellcheck, and live preview for adding and managing records in PRISIMM-enabled sections that require regular updating, such as news, events, case studies, specials and promotions. Wider edits sit inside your Enotia service agreement.

05 How much does PRISIMM cost?

PRISIMM is part of your Enotia website service. For long-term Enotia clients, the upgrade is effectively at no cost. Contact us to discuss your specific situation.

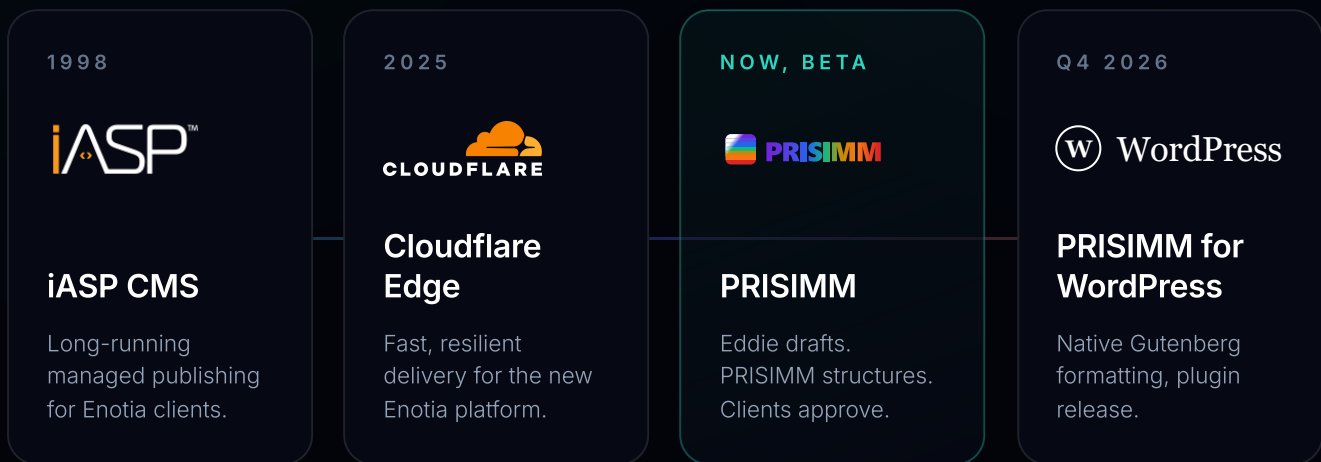
The full 13-question FAQ lives at PRISIMM.com.



PLATFORM AND ROADMAP

Built for Enotia. Designed to expand.

PRISIMM starts inside Enotia's managed publishing environment, alongside the new Cloudflare-backed platform for client website delivery. From there, the same formatting capability will soon extend to WordPress.



START A CONVERSATION

Ready to see whether PRISIMM fits your content workflow?

Talk to us about your current publishing model, your iASP migration path, or the WordPress release roadmap. We are happy to help.

CALL ENOTIA

(03) 8692 7241

Online

PRISIMM.com
enotia.com.au/contact

Post

PO Box 874
Templestowe VIC 3106

PRISIMM by Enotia Australasia Pty Ltd (ACN 139 714 846). Built on three decades of content management experience. Content. Transformed.