



PRESS RELEASE

Contact

Barbara Van Gorder
+1.703.709.3000
bvangorder@apexcovantage.com

APEX PRESENTS WEBINAR: “WHAT PUBLISHERS NEED TO KNOW ABOUT RICH MEDIA,” JUNE 15 AT 2:00 PM EDT

Featuring Kent Anderson, CEO/Publisher, The Journal of Bone and Joint Surgery and Linda Tadic, Executive Director, Audiovisual Archive Network

HERNDON, VA – May 27, 2010 – Apex CoVantage, a leader in content solutions, announces an exclusive, executive-level webinar: *What Publishers Need to Know About Rich Media*. As more and more publishers integrate rich media into their publications, digital books and periodicals can now include moving images, audio, 3-D objects, interactive graphics and other dynamic components. This means that every object has a unique value as an independent entity and as part of a greater whole. As a result, to stay competitive, publishers must develop the capability to transform rich media content into new products, services, and revenue streams.

The Apex Rich Media webinar, taking place Tuesday, June 15th from 2:00-3:00 pm EDT, will provide publishers with practical, real-world advice on intelligently creating rich media objects and managing their inter-relationships in new and creative ways.

Rich media experts Kent Anderson and Linda Tadic will advise participants on what they should do now to establish standards and define best practices in preparation for the future of rich media publishing.

- Kent Anderson, CEO/Publisher, The Journal of Bone and Joint Surgery will discuss the creation, presentation and practical publishing realities of multimedia publishing, including podcasts, video, interactive presentations, case-based learning and audio programs.
- Linda Tadic, Executive Director, Audiovisual Archive Network (AVAN) will describe AVAN, a new nonprofit service helping organizations that have archival sound and moving image content — such as news broadcasts, interviews, oral histories, instructional videos, and even entertainment content — make that content discoverable, accessible, and useful.

Moderating the event will be Apex’s Vice President of Content Solutions, Bill Kasdorf. Mr. Kasdorf is also the General Editor of the Columbia Guide to Digital Publishing.

To register for the June 15th webinar, please visit www.apexcovantage.com/RichMediaWebinar-eVite.html. To learn more about Apex’s rich media solutions, please visit www.apexcovantage.com.

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About Apex CoVantage

Apex CoVantage is a private, employee-owned company that for more than 20 years has helped businesses to develop and execute strategies in the information and knowledge fields. Based in Herndon, Virginia, Apex was a pioneer in the market for off-shore knowledge-based solutions; we now have over 2,500 employees here and abroad. From the beginning, Apex specialized in developing and improving man-machine processes that optimally combined human creativity with machine processing efficiency, sometimes finding transformative solutions leading to quantum gains in efficiency—often well beyond what clients thought possible. For more information, please see our website at www.apexcovantage.com.