



For Immediate Release

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**APEX ePUBLISHING ANNOUNCES REVOLUTIONARY MULTI-FORMAT  
DATA CONVERSION PROCESS AT BOOKEXPO AMERICA**

**HERNDON, VIRGINIA, May 31, 2001** – Apex ePublishing Data Services, LLC (Apex ePublishing), the world's premier provider of e-publishing data solutions; servicing academic, research, and scientific institutions, announces Intelligent Zoning and Algorithmic Conversion (IZAAC). Designed to balance the processing power of the computer with the cognitive power of the human mind, IZAAC, zones (or separates) each page of text (either electronic or hardcopy) into one of five process streams—imaging, OCR, mathematics, tables, or keying according to an algorithm based upon cost and quality. Once zoned, XML or other tagging takes place, in-line quality control is applied (assuring quality levels and reducing costs by eliminating the need for expensive post-process clean-up and re-work), and each element of converted data is stored with the coordinates that map to its exact location on the page-image. IZAAC then reassembles the data into any format—either replicating the input page in digital form for print-on-demand or other purposes, or porting the text into any ebook or other platform. This “recombinant” feature of IZAAC is among its most powerful features, because it retains both relative and absolute coordinates.

“For the first time in our industry, we can use IZAAC—a scientific approach—to manipulate either electronic or paper-based data by applying the conversion technique that makes the most sense from both cost and quality perspectives—IZAAC enables us to deliver high quality data at minimum cost, “ said Joel Poznansky, President of Apex ePublishing. “And unlike many of our competitors, Apex ePublishing is pleased to deliver a transparent solution: IZAAC will produce, and we will deliver, data in any output format or formats a customer wants, such as OEB, Microsoft Reader, Palm, etc. using the IZAAC process—saving both time and money.”

To learn more about IZAAC please visit Apex ePublishing at BookExpo America in booth 5159 in Chicago, June 1-3, 2001.

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*About Apex ePublishing Data Services, LLC*

*Apex ePublishing, a subsidiary of Apex Data Services, Inc., is the world's premier provider in the conversion of electronic and paper text into structured, electronic data for academic institutions and the e-publishing market. Not only have we set the world standard for accuracy for over a decade, but we have also developed the industry's most sophisticated production management and control system. Established in 1988, Apex ePublishing is a rapidly growing, debt-free, and employee owned company. Visit our Web site at [www.apexinc.com](http://www.apexinc.com).*