



PRESS RELEASE

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BILL KASDORF, VICE PRESIDENT, APEX CONTENT SOLUTIONS, TO MODERATE SEMANTIC TAGGING SEMINAR AT SSP'S 2008 ANNUAL MEETING

HERNDON, VA – April 8, 2008 – Apex CoVantage, a leading global knowledge process outsourcing (KPO) company, today announced that Apex Content Solutions Vice President Bill Kasdorf is moderating a pre-meeting seminar at the upcoming Society for Scholarly Publishing's (SSP) 30th Annual Meeting, *Empires of the Mind: Inventing the Future of Scholarly Publishing*, May 28-30 in Boston.

The seminar, *Say What You Mean: How Semantic Tagging Makes Content More Discoverable, More Useful, and More Valuable*, will describe the basic principles behind controlled vocabularies, taxonomies, and semantic indexing and tagging, while providing insight in how to balance richness and simplicity, automation and human intelligence, stability vs. adaptability, and strict vs. tolerant vocabularies to provide the most effective, practical solution for a given publisher's content and audience.

"I am excited to moderate this distinguished panel, which will provide attendees with a well rounded perspective on the high-value uses of semantic tagging and its relevance to publishers as they look to enhance the features and functionality of their online products," said Mr. Kasdorf. "By including representatives from all sides of the business on the panel, we are sure to generate a lively and in-depth discussion and offer a variety of strategies appropriate to publishers of all sorts." Panelists include George Garrity of Namesfor Life, Richard Kidd of RSC Publishing, Stephen Leicht of Collexis, Stephen Rhind-Tutt of Alexander Street Press, and Jake Zarnegar of Silverchair.

"Bill is a nationally recognized expert in many aspects of scholarly and commercial publishing, so we are always pleased to see him moderating discussions and exchanges of ideas that are relevant to our marketplace and advance our industry. Today, semantic tagging is certainly an idea that is becoming increasingly important for forward-thinking publishers who want to extract more value from their content," said Peter Taylor, Senior Vice President, Apex Content Solutions.

Mr. Kasdorf is General Editor of *The Columbia Guide to Digital Publishing*, a major print and online reference work published by Columbia University Press. With his colleagues at Apex and strategic partners, Mr. Kasdorf provides comprehensive workflow and business process

consulting that enables Apex clients to transform their content and processes through the use of best-of-breed technologies, services, and practices, resulting in faster throughput, better staff utilization, lower costs, and richer, more dynamic content. Past President of SSP, Mr. Kasdorf was the recipient, in 2005, of their Distinguished Service Award, SSP's highest honor.

The SSP Annual Meeting is an informative three-day event providing educational and networking opportunities for publishers, editors, librarians, scholars, printers, agents, wholesalers, booksellers, and other participants.

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About The Society for Scholarly Publishing (SSP)

The Society for Scholarly Publishing (SSP), founded in 1978, is a nonprofit organization formed to promote and advance communication among all sectors of the scholarly publication community through networking, information dissemination, and facilitation of new developments in the field. SSP members represent all aspects of scholarly publishing -- including publishers, printers, e-products developers, technical service providers, librarians, and editors.

About Apex CoVantage

Apex CoVantage is a US provider of global Knowledge Process Outsourcing (KPO). Apex helps businesses to execute precise knowledge, information and communications strategies through our diverse people, technology and workflow systems. We opened our first KPO service center in 1988 and subsequently pioneered the market for offshore, knowledge-based solutions. Today, we provide engineering, content and contact center solutions from a global network of state-of-the-art facilities with US-based project management and leadership. In every industry, our clients are reaching the next level of service performance in partnership with Apex CoVantage.