



PRESS RELEASE

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BILL KASDORF, APEX CONTENT SOLUTIONS V.P., TO SPEAK ON *XML MODELS FOR BOOK CONTENT* AT NISO'S DIGITAL RESOURCES FORUM

HERNDON, VA – April 16, 2008 – Apex CoVantage, a leading global knowledge process outsourcing (KPO) company, today announced that Apex Content Solutions Vice President Bill Kasdorf is a confirmed speaker at NISO's Forum: *Digital Resources: Working with Formats Beyond Serials*, May 5-6 in San Francisco. Mr. Kasdorf will be speaking on *XML Models for Book Content*, on May 6 from 11:15 to 12:00.

Unlike most journals, books exhibit an extremely wide diversity. Different types of books have very different structures and semantics and are used for a wide variety of purposes by a wide variety of users. It's very difficult for a single XML model to adequately address the needs of trade books, scholarly books, reference books, textbooks, technical manuals, and the myriad other types of books in common use. Mr. Kasdorf will discuss, in terms understandable to nontechnical people, the most important XML models used for book content today, including standard models widely used in certain disciplines and communities of interest, models created for accessibility and e-books, and models used as standard components in the creation of other models.

"I am honored to be speaking at NISO's Forum early next month. This is something of a 'golden moment' for XML in the book world. There are now many standard models, some created for very specific uses and others designed for broad applicability, that have been refined through the collective wisdom and experience of many users. They enable publishers and other information providers to avoid 'reinventing the wheel' while benefiting from the power of XML to enrich content, streamline workflows, and break free of the past limitations of print and proprietary systems," said Mr. Kasdorf.

"As a leader in the content solutions industry and one of the world's largest providers of XML to publishers, we fully embrace our in-house experts engaging in discussions and sharing answers to the major issues facing publishers today. Our XML-based workflow is an integrated, flexible, end-to-end production solution for books and journals (print and electronic) designed to adapt to each publisher's specific needs. At Apex, we persistently focus on improving our existing technologies, processes and workflows, and finding new ways to solve customer problems. We find both common-sense and out-of-the-box ways to speed production, improve quality and save our clients money," said Peter Taylor, Sr. VP, 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.

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About The National Information Standards Organization

The National Information Standards Organization (NISO), a non-profit association accredited by the American National Standards Institute (ANSI), identifies, develops, maintains, and publishes technical standards to manage information in our changing and ever-more digital environment. NISO standards apply both traditional and new technologies to the full range of information-related needs, including retrieval, re-purposing, storage, metadata, and preservation.

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.