



PRESS RELEASE

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BILL KASDORF, VP, APEX CONTENT SOLUTIONS, ORGANIZES RICH MEDIA WORKSHOP FOR O'REILLY TOOLS OF CHANGE CONFERENCE

HERNDON, VA – February 19, 2010 – Apex CoVantage, a leading global knowledge process outsourcing (KPO) company, announces that Bill Kasdorf, Apex Content Solutions Vice President has organized, and will moderate and speak at, “Rich Media Roundup: Promising Projects, Emerging Standards” at the O’Reilly Tools of Change for Publishing Conference in New York City. This workshop, February 22 at 3:30 pm, will present some of the leading rich media projects being undertaken in an effort to establish standards and define best practices. The speakers will give practical, real-world advice on what publishers should do now and how they should prepare for the future of rich media publishing.

“As publishing expands beyond print and as content is increasingly consumed digitally – on laptops, smart phones, and soon on a new generation of tablet computers – publishers need to expand their offerings to include rich media, from sophisticated images and animations to audio and video,” said Mr. Kasdorf. “This trend has suddenly engulfed publishers of all sorts, from trade book to textbook publishers, from educational to STM publishers, and now magazine and newspaper publishers as well. Currently, there is a bewildering assortment of file formats, metadata standards, and best practices that make it difficult for publishers to know how best to implement rich media.”

Mr. Kasdorf will begin by giving an overview of initiatives in the area of Rich Media that are helping to define best practices and establish standards, including examples from both trade and professional publishing. He will be followed by Peter Kaufman, president and executive producer of Intelligent Television, who will discuss video as “the new vernacular” and discuss video trends for publishers. Next, Brad Inman, founder and CEO of Vook, will demonstrate the new Vook platform, which dynamically integrates text and video; discuss what publishers are learning about user likes and dislikes; and provide an overview of both production of new videos and the use of video assets. Finally, Daniel Pitti, Associate Director of the Institute for Advanced Technology in the Humanities, will describe the innovative work being done by the ambitious Europeana project of the European Union, which will provide transparent access to millions of digital cultural resources from hundreds of cultural institutions throughout Europe.

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.

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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.