



Press Release

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DISTINGUISHED PANEL AWARDS FIRST CONTENT STAR SEARCH TOP PRIZE TO INNOVATIVE DIGITAL LIBRARY

Apex To Underwrite Expansion Of North Carolina History And Fiction Digital Library

HERNDON, VA—August 21, 2003 – A distinguished panel of digital publishing experts announced today that it has chosen the winner of the first *Content Star™ Search* competition, a competition sponsored and underwritten by Apex. East Carolina University, in cooperation with the Outer Banks History Center, was awarded the top prize, a \$10,000 grant that will be used to add materials from Dare County to the North Carolina History and Fiction Digital Library. This collaborative initiative is expected to serve as a model for further partnerships between East Carolina University and libraries throughout the state.

“The *Content Star Search* competition is a great opportunity for libraries and other institutions that own important, but not-yet-digitized collections in the sciences or humanities, and we are particularly delighted to announce the results of this first competition,” said Joel Poznansky, President of Apex ePublishing. “The North Carolina History and Fiction Digital Library is a novel effort to link local works of fiction with a wide variety of local historical artifacts, including contemporary letters, periodicals, maps, illustrations and photographic images. The highly flexible design of this digital library allows North Carolina students and scholars to shift quickly and easily from specific passages in local literature to local historical materials that provide a contemporary context for the passages they are reading. This type of specific and immediate interactive experience is only possible in an online environment, and the North Carolina History And Fiction Digital Library is a model for other digital libraries looking to take full advantage of the opportunities presented by digitized media.”

The 2003 *Content Star Search* winners also include the University of California (Davis) and the University of Michigan, which received Honorable Mentions and \$1,000 grants. Winners were selected by a panel of distinguished digital publishing experts who evaluated each entry on five criteria: model for similar collections, value to community, user friendliness, innovation and creativity. The 2003 *Content Star Search* panelists were Robert Martin of the Institute of Museum and Library Services, David Seaman of the Digital Library Federation, David Green formerly of The National Initiative for a Networked Cultural Heritage, and Jim Neal of Columbia University.

The 2003 *Content Star Search* awards will be presented by Apex at the 67th Society of American Archivists Annual Meeting being held August 18-24.

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About Apex

About Apex: Apex (www.apexinc.com) is a leading provider of information asset and business process outsourcing services to Fortune Global 1000 companies. The company helps publishers, as well as academic and research libraries transform archives, special collections, and other source materials into high-value, high-impact information assets. It provides engineering services to companies in the energy, power, telecommunications, transportation, computing and manufacturing industries. An Apex subsidiary, Apex CoVantage, provides contact center solutions and business process outsourcing services to companies in the financial services, utility and telecom industries, among others. Another Apex subsidiary, LinearVision, provides visual data solutions for asset management and asset inspection to power distribution, gas pipeline and railway companies.