



## PRESS RELEASE

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### **APEX PUBLISHING AWARDED MULTI-MILLION PAGE MEDICAL DIGITIZATION PROJECT**

**HERNDON, VA – February 27, 2007** - Apex CoVantage, a leading global knowledge process outsourcing (KPO) provider in publishing and epublishing solutions, announces it has been selected to create a multi-million page digital archive of medical journals for a major association. This project includes the creation of article-level, searchable PDF files and parsed citations to enable linking to the referenced article. The linking functionality will allow for hyperlinking to any digital resource referenced, wherever that resource may reside, even if it is located outside of the association's own digital archive. The collection dates from the Nineteenth Century.

Since its founding in 1988, Apex's history has been distinguished by solving some of the most difficult and long-standing problems associated with converting documents into highly structured electronic databases. Apex has now developed the technology that makes article-linking affordable in the context of a subscription-based business model.

"Until now, publishers have struggled to find a way to make citation linking pay off economically. This is the first digital archive of medical journal literature to include this functionality and it seems reasonable to expect that other medical publishers will soon follow suit, particularly since our linking technology can be deployed even in existing digital archives that do not now include linking as a current feature," said Apex Publishing President Margaret Boryczka.

Apex Publishing is a leading provider of electronic content solutions. We turn citations, footnotes, and other reference text into interactive links that take the end-user directly to referenced content or applications. Apex's SmartRef™ captures and finely parses a wide variety of citations using an XML or SGML DTD - or similarly granular proprietary tagging structure.

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#### **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 publishing, contact center, engineering, and research and content 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.