

Let Apex Unleash Your Rich Media Content



www.apexcovantage.com

Make Next-Generation Content Part of Your Core Business Strategy

To thrive in today's changing marketplace, it's essential that content providers adopt a transformative view of their business. They must transform from seeing themselves as print publishers to seeing themselves as rich media publishers—placing less emphasis on the value of content stored for use in its original form and more emphasis on the value of the rapid reuse and redeployment of that content.

As more and more authors and publishers integrate rich media into their publications, articles and books published digitally can now include moving images, audio, three-dimensional objects, interactive graphs and other dynamic components in addition to traditional still images, tables, photos and graphs.

This means that every object has a unique value as an independent entity and as part of a greater whole, and that large volumes of content are now giving way to smaller, topic-focused chunks of interactive content.



Transformed Content Adds Value for Users and Subscribers

To stay competitive, publishers must develop the capability to intelligently organize and manage rich media objects and their inter-relationships, finding ways to disseminate them efficiently and effectively in new and creative ways.

Transformation adds value by making content more portable, searchable, customizable, and durable. Transformed content can be more easily found, modified, and deployed in new contexts—effectively breaking the endless spiral of merely republishing the same content. Transformed content is an enterprise asset that can be customized to meet the needs of specific users/subscribers rather than the demands of a communication system or tool.

Organizations with legacy content in expiring formats and environments have two options: content can be converted to a newer format (such as when one transfers a tape to a CD); or content can be transformed into content that is more reusable, discoverable and modifiable. Next gen content can be collected from different sources, mashed up, personalized and used many times in many different ways in many different contexts.

Rich Media Content = Greater Profitability

Apex is your best partner for turning existing rich media content into new products, services, and revenue streams. Through expert metadata tagging and deep indexing, we help you develop new products from new and existing content, and deliver targeted "servings" of content to consumers that meet their precise needs. Here's what you'll gain:

- ▶ Grow revenue and increase profitability
- ▶ Establish and maintain competitive advantage
- ▶ Create new rich media product offerings
- ▶ Attract new subscribers and spark renewed interest in current subscribers.
- ▶ Build new and compelling user experiences around rich media

The speed and variety with which new uses for digital assets are emerging outstrips most publishers' ability to capitalize on them. Apex adds instant value to your rich media content through our systematic tagging and indexing services to extract hidden value. In a market where consumers want detailed information, and aren't willing to watch a 20 minute video just to get the 30 seconds they need, our deep indexing enables users to dive down into topic areas and pull out specific content quickly and easily.



www.apexcovantage.com



The Best of Both Worlds: Technology + Intelligent Human Interaction

The technology we provide is important, but the real key to Apex's success with rich media is the subject-matter expertise of our knowledge workers. High-value tagging and indexing depends on knowing precisely how to classify a digital asset to maximize its value to users. For example, when a five minute segment of a video embedded in an article is accurately described as training on malaria treatments, it immediately gains relevance value to many sub-audiences in interest areas ranging from Africa to tropical diseases.

Your Goals + Our Expertise = Revenue Growth

Apex experts will work with you to gain a complete understanding of your goals, and then analyze your rich media resources with achieving those goals in mind.

If you have extensive audio/visual libraries, we can suggest ways to tag those assets so they are easily searchable not only for simple viewing, but also for creating unique mixes and remixes of materials. The applications of effective rich media indexing are endless, as are the opportunities for experimenting with the new revenue models that result from it. If you're ready, partnering with Apex to enhance your rich media content can have a meaningful impact on revenue growth this year, and for years to come.

Benefits of Transformed Content

- ▶ Enables audio/video/multimedia searching that directs users to relevant topics.
- ▶ Creates direct links to targeted portions of rich media assets.
- ▶ Enables higher precision searches by topic and type.
- ▶ Vastly improves rich media organization and annotation.
- ▶ Streamlines rights-and-permissions management.
- ▶ Makes reporting and data versioning automatic.
- ▶ Helps users consume more of your content.

To learn more about Apex's Rich Media Content Solutions, please contact us today at: 703-709-3000.

Apex Rich Media Indexing in Action

One of the world's largest information providers realized that they needed to better leverage the high-value graphical objects found hidden within journal articles to redefine the web-based search experience and capture market share. They called on Apex to create an innovative "deep indexing" process using metadata to anticipate researchers' needs when accessing and navigating tables, charts, figures and other illustrations from notable scholarly journal articles, ranging from fine arts to engineering. Apex extracted media assets from thousands of scientific journals and converted them to several million richly indexed illustrations with highly descriptive tags. Researchers gained precision, efficiency, and relevance in the data discovery process, while the publisher has increased the value of its product offerings and profitability.

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

Apex CoVantage

Unleashing the Value of Your Business Assets



Bill Kasdorf
Vice President
Content Solutions

Apex CoVantage
198 Van Buren Street
200 Presidents Plaza
Herndon, VA 20170-5338
w +1 734-904-6252

bkasdorf@apexcovantage.com
www.apexcovantage.com