



PRESS RELEASE

Contact

Barbara Van Gorder
+1.703.709.3000
bvangorder@apexcovantage.com

APEX COVANTAGE INTRODUCES WORD2XML™; REVOLUTIONARY NEW TOOL GENERATES WELL-FORMED XML FROM WORD FILES

Solves Long-Standing Challenge; Translates Complex Math and Tabular Material with 100% Reliability; Boosts Productivity by 250%

HERNDON, VA – August 18, 2009 - Apex CoVantage, a leading global knowledge process outsourcing (KPO) provider of content solutions, today introduced a revolutionary tool that reliably generates well-formed XML (Extensible Markup Language) from complex Microsoft Word or scientific materials, including math equations, tables, and special characters, with 100% accuracy and reliability.

With Word2xml™, source documents no longer need to be structured or styled in any consistent way -- making this an invaluable solution when the original authoring process is not under the control of the publisher. Radically transforming the content conversion process for today's content provider, Word2xml has proven to increase productivity by 250%.

Developed by Apex's Technology Products Group, Word2xml's robust technology allows for configurable tagging in a controlled environment and built-in quality control features guaranteeing that all information is converted 100% accurately. Word2xml can be used with any DTD, whether a proprietary or industry standard such as NLM or DocBook.

"In today's complex electronic world, content comes in a variety of formats. Our clients look to us to help them structure, tag and index their content efficiently and economically," said Aravind Natarajan, Chief Technology Officer, Apex CoVantage. "Word2xml is a perfect example of how our expertise in transforming a problem into a solution leads to exceptional value for our customers."

For more than 20 years, Apex has provided global content solutions for financial, professional and academic publishing, government agencies as well as the healthcare and manufacturing industries. Through optimized processes and proprietary systems, Apex balances the cognitive power of the human mind with the processing power of the computer. Apex partners with its clients to deliver content conversion, content development, workflow consulting, and copyediting and composition solutions.

Word2xml™ is one of several proprietary technologies Apex has created to meet the needs of its clients.

Others include: ProACTSM ERP software; smart REFTM transforms digital content into fully linked, indexed and cross-referenced databases; TrueXMLSM accelerates every phase of the print publishing process; IZAAC® intelligent zoning and algorithm conversion product; ProQualSM Quality Assurance (QA) software product; and ADEPTTM next generation data entry package for capturing full-text data.

For more information on Word2xml, and Apex's Content Solutions, please visit http://apexcovantage.com/content_solutions/index.aspx or call Apex CoVantage at 703.709.3000.

###

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 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.