

# content news

## news features

news feature

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## Turning the Pages of Priceless Manuscripts

If you ran the British Library, would you let the general public into your climate-controlled rare books area, allow them to finger the pages of priceless medieval manuscripts, encourage them to touch a 14th century Koran, Leonardo da Vinci's notebook, or the world's earliest dated printed book? Would you endanger the Sherborne Missal, a 15th century service book worth \$24 million, by allowing people to turn its pages? Thanks to an innovative digitization project, appropriately called Turning the Pages (TTP), the Library plans to do just that.

From the word digitization, you've probably realized that patrons won't be physically walking into the Library's rare book area to turn these pages. However, you can visit the exhibition galleries in London at the Library's St. Pancras location to view the ten treasures digitized thus far—the Lindisfarne Gospels, the Diamond Sutra, the Sforza Hours, the Leonardo Notebook, the Golden Haggadah, the Luttrell Psalter, Elizabeth Blackwell's Herbal, Vesalius's Anatomy, the Sherborne Missal, and Sultan Baybars' Qur'an.

It's an interesting mixture of religion and science. According to Clive Izard, creative projects manager, there's been a conscious effort to expose the Library's collection to the broadest possible audience and the collection is particularly strong in manuscripts



The Lindisfarne Gospels digitized in the Turning the Pages project

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relating to world faith. He has a "wish list" of other titles to add to TTP, but these must wait for sponsorship money.

If you're interested in the science titles, you might want to visit the National Library of Medicine in Bethesda, Maryland, where you can turn the pages of Elizabeth Blackwell's Curious Herbal. Not nearly as ancient as some of the other Turning the Pages titles, Herbal is a collection of illustrations of medicinal plants published between 1737 and 1739. Also on view is Vesalius's Anatomy, a 16th century book of anatomical drawings.

While I've not been able to visit either St. Pancras or NLM to view these manuscripts, during the June 2003 Special Libraries Association's annual conference and exhibition 2003 in New York City, I visited the British Library's booth. The centerpiece was an enormous, three-foot wide, touchscreen showing the Lindisfarne Gospels. I put my hand up to the screen, touched the lower right hand corner of the page, and moved my hand to the left as I would when leafing through a printed book...and the page flopped over. I could turn pages backwards and forwards, marveling at the bright colors, the intricate calligraphy, and the incredible gold leaf.

Granted, I couldn't read a word of it; it's in Latin. Dating from the early 700s, this illuminated manuscript of the four gospels of the New Testament survived Viking raids on Britain, was written on vellum (parchment made from calfskin), and is now in an extremely fragile condition. The Library has selected 40 pages, from the total of 259, for digitization. What's even more remarkable, I now have a CD-ROM of The Sherborne Missal and can turn its pages while sitting at my computer. (The CD also includes the Qur'an.) I use my mouse to turn the pages, rather than my fingers, which keeps the smudgy fingerprints off my screen. It also takes a bit of getting used to (if you move the mouse too fast, the page starts to turn, then falls back to its original place). Other enhancements include a Zoom function that enlarges whatever portion of the manuscripts you mouse (or finger) over. Audio, depending on the book, lets you hear an explanation of the page you're viewing, music appropriate to the section, chanting (the Diamond Sutra), recitations recorded at a London mosque (the Qur'an), or even English bird songs (the Sherborne Missal). Izard notes the Library has added elements unique to each manuscript, such as a mirror button for da Vinci's notebooks.

This may not sound so revolutionary; digitization isn't all that new or unusual. What's different about this project is clarity of the reproduction and the technology that enables the pages to be turned. A combination of digital imaging and animation, created by Armadillo Systems, produces a remarkably realistic experience. The newest version of the software, TTP3D, will enable the Library to make its digital library of treasures available via the Internet. "TTP3D is more affordable and lets us put more pages onto the Internet," comments Izard. It also allows for the commercialization of the software. The British Library plans to digitize other collections as well—for a fee. Izard expects customers to be libraries and museums with important books they want to

display, but can't for conservation reasons. Even he, however, admits that not all books warrant the TTP treatment. "We've digitized the Gutenberg Bible, but we haven't animated it. TTP3D works best with manuscripts that have intricate illumination. Text is not well-suited to animation."

The British Library, with its Turning the Pages project, has taken preservation, conservation, and ebooks to the next level ([www.armadillo.com](http://www.armadillo.com); [www.bl.uk](http://www.bl.uk))

—MARYDEE OJALA

## Veteran Rockers Head to the Front Lines of Digital Distribution

It is a case of musical Darwinism. When your career spans decades, it is inevitable that you have adapted to the times in order to survive. Such is the case with Metallica and Pearl Jam who have both made major strides in adapting to the use of the Internet for digitally distributing their music.

Metallica—notorious in certain circles for coming down hard on music pirates—has led various efforts to decrease the amount of pirated music available and inflict harsher penalties on those who steal content. But not wanting to leave fans out to dry digitally, Metallica recently unveiled MetallicaVault.com, a Web site devoted to freely distributing bootlegs in MP3 format.

When a fan purchases Metallica's latest release, *St. Anger*, they receive a key code that lets them into the "Vault" and grants access to a variety of content—for free. None of the music available through MetallicaVault.com is available on regular CD; it is all live material or other songs that the group is interested in allowing fans to hear.

Metallica assumed that despite their best efforts, songs would inevitably end up on Kazaa and other distribution sites anyway, and MetallicaVault.com allows the group to appeal to fans while controlling the quality of material that is available. Metallica created the site with the help of Speakeasy and thePlatform. According to thePlatform's VP of marketing, Andrew Olson, the group is not inherently opposed to digital distribution, but this format allows, "fans to get first crack at it."

Olson says that the "goal of this is to continually add new content and to keep it fresh." A note on MetallicaVault.com encourages fans to submit tapes from their personal collections to be added to the site in an effort to amass a large set of quality selections. The band is also considering adding video content in the future.

Consistent with Metallica's sensitivity to copyright infringement, they do not include any covers on the site at this time. The site explains: "Unfortunately, if we didn't write the song, we can't



After purchasing the *St. Anger* CD and entering the key code, users access a free vault of Metallica music, such as these songs from the July 8, 1996 show at the Cuyahoga Falls Blossom Music Center in Cleveland, Ohio.

Working in conjunction with WAM!NET, Pearl Jam now offers fans an alternative to bootlegs that were hastily burned during a show and then sold out of the back of someone's car. Now, a fan can jump to the site immediately after a show and order bootleg CDs of any show on the tour. Fan club members pay \$12.98; others pay \$14.98 for a fully-mastered double CD. While waiting for the CDs to arrive, they have unlimited access to lower-quality MP3s of the same music. The files are posted almost instantaneously and there are no rights-management issues, so once a fan purchases

post it without permission from the songwriters...We're working on getting clearance for as many or all of the great cover songs that you've come to know and love...In the meantime, thanks for understanding."

thePlatform's software enables artists to upload content themselves—even from the road. Since there is a large demand for acoustic songs, artists can satisfy demand by recording songs on the road and posting them online immediately. The objective, Olson says, is to, "make it as easy to use as a Hotmail account."

Pearl Jam has taken a parallel, but slightly different approach to distributing their content online. They too have worked on the assumption that since their music will ultimately be posted on file-sharing services, they might as well distribute it on their terms. They launched PearlJamBootlegs.com at the start of their 2003 Riot Act World Tour to offer fans bootlegs of the shows virtually immediately.

After a concert, the bootleg of the show is available for purchase online. Once a fan purchases the CD, they have unlimited access to MP3 files of the same songs for less than the cost of most store-bought CDs.

the CD, they can use the MP3 files as they wish. Tom Moran, WAM!NET's director of media and entertainment explains that this, "goes to the need for immediate gratification."

Pearl Jam pushed for the MP3s as a concession to fans and insisted that the actual CDs go through a mastering process. "Live performances are very difficult to record," says Moran, because of the volume issues, crowd noise, instruments, and other



variables. This is particularly problematic with vocals, so an instrumental group may not have as many problems.

For security reasons, WAM!NET offers a dedicated line managed by WAM!NET; it is entirely separate from any network or Internet connection. The other benefit of using a service like WAM!NET is that it significantly shortens the production process. Music labels often stagger worldwide release dates, but this leads to increased piracy in countries where content is not yet available legally. "If you can't walk into a record store in China and buy a CD but you can buy it on the street corner, you drive people to the pirates," says Moran. He cites a statistic from the Report on Commercial Music Piracy 2003, published by the International Federation of the Phonographic Industry, that over 90% of all recordings sold in China are pirated. This translates into over \$530 million. Customers have estimated that WAM!NET can shave up to four or five days off of the production cycle, which can generate a great deal of revenue from legal sales.

Metallica and Pearl Jam seem to have struck a chord with fans as both sites have seen success thus far. At least two of the CDs offered on PearlJamBootlegs.com have made the Billboard 200 the week of their release, which is unprecedented for an Internet-only release. Many fans who illegally share music digitally have expressed a willingness to use legal means if they were inexpensive and easy to use. Since both WAM!NET and thePlatform plan to continue working with musicians to develop sites along the same lines as MetallicaVault.com and PearlJamBootlegs.com, this could be the beginning of a new era in digital distribution. Only time will tell whether fans will use these sites *instead* of file-sharing services or whether they will be a way to supplement collections.

(www.speakeasy.net; www.theplatform.com; www.wamnet.com)

—KINLEY LEVACK

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# news & product BRIEFS

## Yahoo! Acquires Overture

Yahoo! Inc. and Overture Services, Inc. a provider of commercial search services on the Internet, have signed a definitive agreement under which Yahoo! will acquire Overture. Under the terms of the agreement, each outstanding common share of Overture will receive 0.6108 shares of Yahoo! common stock and \$4.75 in cash, reflecting an aggregate purchase price of approximately \$1.63 billion, or \$1.52 billion net of Overture's March 31, 2003 cash balance, less the amounts earmarked for their two recently closed transactions. Overture is a provider of commercial search with more than 88,000 advertisers globally as of the end of the first quarter of 2003. Overture's assets also include an extensive affiliate distribution network that Yahoo! and Overture are dedicated to maintaining and enhancing, a technology infrastructure in both commercial and Web search, and an intellectual property portfolio. The combined companies expect to be able to take advantage of a number of revenue synergies by expanding marketing opportunities on Yahoo!'s network through: expand Pay-for-Performance search into vertical properties, such as shopping, travel, and yellow pages; integrate contextual advertising throughout Yahoo!'s network, including properties such as in sports, real estate, and autos; and leverage Overture's marketplace by offering its advertisers the ability to get online, sell online, and promote online. Overture will become a wholly-owned subsidiary of Yahoo!, and its operations will remain in Pasadena following completion of the acquisition. Ted Meisel will continue to head up Overture's operations and report to Dan Rosensweig, Yahoo!'s chief operating officer. The transaction is subject to customary closing conditions, including regulatory approval and the approval of Overture's stockholders. It is expected the transaction will be completed by the fourth quarter of 2003. Yahoo! has also recently acquired Inktomi Corp., a provider of algorithmic Web search technology. (www.overture.com; www.yahoo.com)

## Google Introduces Advanced News Search

Google has introduced Advanced News Search, a Google News search feature that is designed to help users to more accurately pinpoint their searches to better find the information they need. Google Advanced News Search offers users the following enhancements: Exact Phrase Search—Search within a story for exact phrases; News Source Search—Search for stories at a specific news outlet such as CNN or The New York Times; Location Search—Search for news from a U.S. state or other country; Occurrences—Find the search phrase in the specific part of a story (headline, body, or URL); and Date Restrict—Restrict the search to a specific date or date range. Google News comprises more than 4,500 English-language news sources from around the world such as The Financial Times, CNET's News.com, The New York Times, USA Today, Reuters, Fox Sports, and ABC News and was built with Google search technology. (www.google.com)

## Interwoven Launches Interwoven 6

Interwoven, Inc. has launched Interwoven 6, its the latest content management platform release. Features in Interwoven 6 include: The ContentCenter designed for fast and easy user adoption. ContentCenter empowers all users to contribute and collaborate on content including business contributors, power users, and technical developers and is offered in two versions: ContentCenter Standard (for business users) and ContentCenter Professional (for power users and technical developers). A new customization framework (ContentServices UI Toolkit) enabling rapid customization for ContentCenter interfaces as well as creation of entirely customized interfaces. Services Oriented Architecture based on Web Services standards (Interwoven ContentServices SDK 2.0) to enable fast and flexible integration with business applications in the enterprise. (www.interwoven.com)

## Factiva Introduces Pharmaceutical and Healthcare Taxonomy

Factiva, a Dow Jones and Reuters Company, has announced the availability of a pharmaceutical and healthcare taxonomy with over 800 industry-focused terms, to help companies in those sectors organize and interpret information from both internal and external sources. According to Outsell's analyst Briefing, "Buyer Market Profile, Pharmaceutical Industry," content integration of large amounts of complex data is the biggest single content deployment challenge facing companies in the pharmaceutical industry today. Factiva's new pharmaceuticals and healthcare taxonomy and support services address this need, enabling pharmaceutical professionals and competitive intelligence departments to find internal and external information on topics such as business issues and trends, healthcare organization, and competitor news. The new taxonomy is structured as a series of extensions to the existing Factiva Intelligent Indexing taxonomy, as used within Factiva's business information services. Factiva's industry, region, subject, and company codes are already available under license to help organizations find internal and external information. The Factiva pharmaceuticals and healthcare taxonomy can be applied using Factiva Fusion, a content intelligence service, or can be integrated into other categorization and search software packages. (www.factiva.com)

## Neoteris Unveils Instant Virtual Extranet

Neoteris, an Application Security Gateway vendor, has announced a targeted initiative to assist universities and colleges, school systems, and K-12 districts with their secure access needs. The Neoteris Access Series Instant Virtual Extranet (IVE) products are designed to facilitate the secure exchange of information among instructors, students, administrators, and parents, as well as other schools, over an encrypted Internet session. Neoteris has also announced that Somerset Area School District (SASD) has deployed secure access through a Neoteris IVE to teachers and administrators within the district serving more than 2,800 students. The Neoteris IVE platform enables instructors to perform tasks remotely such as entering grades from home, accessing curricula and research materials, and collaborating with other instructors, parents, and students. With authorized access, students can review school information, homework assignments, relevant research, or check news and event calendars, while parents can monitor student progress and get a better sense of what their children are learning. The IVE also assists administrators by making forms, course, and student information available online, reducing paperwork while increasing efficiency. Additionally, the Neoteris IVE facilitates schools' ability to securely track and store information in computer-based systems. The Access Series is available to qualified educational institutions at a significant discount. (www.neoteris.com)



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# DAMing Marketing Communication

Outsourcing is the *mode du jour* for businesses. While budgets and staffing decline, in the quest for economic turn-around the need to manage assets and leverage them to support sales efforts increases. No stranger to the rise and fall of marketing budgets, Leopard, a business-to-business marketing communications services provider, saw a need for outsourcing the digital asset management that effective marketing mandates. Serving as an outsourced marcom provider for over 20 years to technology-centric clients like IBM, Sun Microsystems, and JD Edwards, the company frequently found itself in the position of actually having to create technologies to better deliver marketing messages. Thus, it added technology services or "business process outsourcing" to its traditional role as developer and deliverer of marketing strategies. "As an agency," says company CEO Sherri Leopard, "we've got to help our clients survive so we can survive."

As Leopard describes it, "We started out as a B2B marcom agency and clients came to us with the pain they had over having created all of these assets, but that they haven't been able get it into the hands of the people that need them, like their sales force." In an effort to ease this pain, the agency developed its Leopard em "technology for marketers by marketers."

Leopard em (em stands for electronic marcom management and measurement) is a hosted, Web-based application that enables companies to manage marcom assets—including high-resolution imagery and design guidelines, presentations, white papers, and print-on-demand PDFs—and then leverage metrics to track user activity and asset usage. The inaugural version, developed for long-time client IBM Global Services, was released about 15 months ago to manage the companies 1,400 marcom-related digital assets. Along the way, says Leopard, "We found that, while marketing creates these assets, it's really sales that are the primary users of the assets." And "in the B2B

The latest version of Leopard em seeks to clearly and effectively demonstrate the ROI of both the DAM system itself and each individual asset through five reports.

world," she notes, "if you can prove you are empowering your sales force, you can justify your budget."

In the recently released second version of Leopard em, the company has taken steps to recognize both the increasingly broad user base of DAM systems—which now includes technical users along with less technical marketing and sales people—by overhauling the user interface. The latest version also seeks to more clearly and effectively demonstrate the ROI of both the DAM system itself and each individual asset through five reports: user usage, asset usage, asset expiration, asset usage rights, new assets via Crystal Clear—all with an underlying DB2 database.

The latest version also increases delivery options for the assets, again recognizing that the sales force will often drive demand. Leopard says, "Sales might be looking for a white paper or other collateral. Then they might want to email it to a customer, they may want to print on demand, they may want to compile—zip and download—several assets and put it all on a CD, or even email a link directly rather than download and attach," all of which are enabled in the latest edition. And, by tracking when these assets are used and delivered, Leopard says marketing professionals have the added benefit of "being able to track what marketing items are being used at which stage of the process so you can better release materials as they are needed."

Leopard, a company of about 65, "doesn't really make a distinction between the agency and application services sides of the business." Leopard says, "What we are seeing in DAM is that it can't stand by itself. It's either becoming part of an enterprise content management solution or the underpinning of a new set of outsourced business processes." In any case, the agency recognizes that its DAM offering must be able to interact with





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other business processes like CRM and even homegrown applications. This is one reason the product is based on open source (including Apache and XML), though keeping the cost of the product competitive was another.

Both because the Leopard agency doesn't have any plans to be a hosting provider and to provide pricing flexibility as clients' needs grow, they have chosen to partner with IBM's Global Services Web Hosting Group for asset storage. Leopard says this prevents "the need to charge clients just in case" their assets repository grows and allows them instead to increase fees on an as-needed basis.

While she emphasizes that they are not trying to be a software company but rather to be "a business process outsourcer," Leopard does have plans for the growth of its Leopard em DAM offering. "With the first release, the interface felt a lot like our competitors; it was designed for someone application-savvy. In release two, it's as easy as using a browser. And we think that, as we get to release three late next year, we will appeal to a lot of mid-market companies that may only have one person doing their marketing. But we're trying to take this growth slow and do it right." If nothing else, the provision of DAM outsourcing by a marketing communications agency offers a unique spin in a competitive environment and a potentially powerful union of technology and service outsourcing.

"At the end of the day," says Leopard, "agencies have to step up to the fact that it isn't just about creative anymore. We don't believe that, going forward, an agency that doesn't have some kind of platform will be able to provide the service that clients need."

(www.leopardem.com)

—MICHELLE MANAFY

## Well Formed: Adobe Announces Intelligent Forms Designer

It is still early in the game to determine how smart Adobe's recently announced intelligent forms designer product will actually be. As *EContent* goes to print, Adobe has yet to finalize the product's name, price point, and certain features, but Adobe expects that it will be ready to ship in early 2004 and you can bet that one way or another you will encounter the product before long.

Adobe currently has another form product on the market, Forms Designer 5.0, which is also designed to create "intelligent documents," which it bills as, "a point-and-click, graphical XML form design tool for easily creating sophisticated forms that can be deployed as Adobe Portable Document (PDF) or HTML

documents." According to Adobe, the forthcoming forms designer tool is an entirely new product; it is not an upgrade to Forms Designer 5.0, nor are upgrades planned for 5.0 at this time.

The new forms designer has three main target users: the graphical designer who is interested in the look of the form, the developer who writes text for the document, and the business user who needs to be able to edit the form but lacks the technical skills of a developer.

In the new version, when designing forms, users can choose from a variety of methods from which to begin. They can simply create an entirely new document, they can accept PDF versions of legacy forms, including fill-in forms, or they can import forms from Forms Designer 5.0. These methods are intended to meet the needs of customers across the electronic food chain. Chuck Myers, senior product manager for Adobe, explains that Adobe users are on a variety of levels when it comes to form use—from printing forms, filling them out by hand, and sending them via snail mail, to filling out forms electronically then printing and sending by mail, to sending information electronically, to using internal routing and processing.

Using the WYSIWYG forms designer, users drag and drop fields into a form to create infinite combinations of data. Standard fields include check boxes, drop-down menus, text boxes, signature boxes, and date/time boxes, and any number of custom fields can also be developed. Users can import data fields (i.e., "Street") and then make data connections manually, or they can import larger fields ("Address") and Adobe automatically imports the child fields as well (Street, City, County, etc.).

Although, after more than half-a-billion downloads, the Adobe Reader (recently re-named Acrobat Reader) is almost ubiquitous, Adobe admits that not everyone with a computer uses Reader. With that in mind, the forms designer product will have a number of deployment options, so that in addition to PDF, XML, and XDP, users can also deploy forms in HTML.

Adobe has incorporated a variety of new security features, such as the ability to lock down form fields so that users cannot change them, and is also working to be Section 508-compliant. The forms designer itself is not designed to be handicap-accessible, but it is designed to create forms that are accessible.

While the forms designer product is seemingly similar to Microsoft's InfoPath, Adobe is quick to make distinctions between the two. Myers and senior marketing manager Marion Melani explained that the key difference is ease of use. "A good deal of attention has been paid to ease of use," explains Myers, including the user interface and graphics creation. InfoPath is also very internally focused, whereas the Adobe forms designer has a broader range and can be more readily applied outside of the firewall.

So stay tuned as we head in to 2004; Adobe just may have some aces up its sleeve when it comes to reinventing the intelligent document.

(www.adobe.com)

—KINLEY LEVACK

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PureEdge Solutions Inc. has announced the appointment of **Reid King** VP of sales. Prior to joining PureEdge, King served as VP of Eastern operations at Vitria, a provider of business process integration software.



Reid King

Yahoo! Inc. has appointed **Cammie Dunaway** as chief marketing officer. Dunaway will lead Yahoo!'s worldwide branding as well as drive the company's product marketing initiatives. She oversees all consumer, enterprise, and partnership marketing initiatives for Yahoo!'s premium and subscription services. Yahoo! has also appointed **John E. Marcom Jr.** as SVP of international operations. Functions and regions reporting to him include Yahoo!'s international properties in Europe, Asia Pacific, and Latin America. Most recently, Marcom served as president of the Americas for the Financial Times.

Nstein Technologies Inc. appointed **Jean-Pierre Soubliere** to the company's Board of Directors.



Jean-Pierre Soubliere

Soubliere, formerly president of Andersen Soubliere Inc., sits on several Councils and Boards and is a member of the Canadian e-Business Opportunities Roundtable.

**Michel Poissant**, director, investments, information technology and telecommunications, Fonds de solidarité des travailleurs du Quebec (F.T.Q.) has resigned as a member of Nstein's Board of Directors to allow the appointment of Soubliere.

Verity Inc. has announced the promotion of four key executives. **Sunil D. Nagdev** was promoted from VP to SVP of professional services. **Andrew D. Feit** was promoted to SVP of marketing. Feit joined Verity as VP of product marketing with the acquisition of Inktomi's enterprise search business where he directed its marketing activities. **Gregory O. McCane**

was promoted from director of development for Verity's Calgary, Canada operation to VP of engineering, Verity Canada Ltd. **Bruce A. Bordelon** was promoted to VP, North America technical services. Bordelon was director, North America technical services, prior to his promotion.

Stellent, Inc. has hired **Robert Crossman** as VP of Eastern region sales and **Jud Coleman** as VP of sales operations. Prior to joining Stellent, Coleman was a six-year veteran of Siebel Systems, Inc. Before joining Stellent, Crossman was regional VP of sales for Selectica, Inc.



Robert Crossman

Fast-Talk Communications named **Ray S. Naeini** president and CEO. Naeini will lead a management team focused on the development of solutions for intelligence gathering and surveillance, quality control and business compliance, and advanced knowledge management applications. The company also appointed **Jon W. Ezrine** CFO and SVP of business development. In this role, Ezrine oversees Fast-Talk's financial planning, accounting, human resources, and investor relations operations.

Ingenta, Inc. is recruiting to expand its teams both handling relations with its U.S.-based publisher customers and generating business with new clients. It is also re-locating these and its other U.S. activities from Cambridge, MA to its existing software engineering, development and production unit in Providence, RI. **Janet Fisher**, previously associate director of Journal Publishing at MIT University Press, has joined Ingenta as Director U.S. Client Manager. Ingenta appointed **Dr. David Durand**, adjunct associate professor of computer science at Brown University, to director, electronic publishing services.

Yaga, Inc. has named **Halley Suitt** director of client development. In this role, Suitt will provide client development in the area of publishing and weblogs to assist in acquiring new business for the

company. Most recently Ms. Suitt was the director of audience development for Harvard Business School Publishing.

Factiva has appointed **Alan Scott**, VP and director of global marketing. Formerly an executive with Giga Information Group, Scott will be based in Factiva's Princeton, New Jersey office.



Alan Scott

Northern Light has announced the addition of **Robert Nelson**, **Patrick O'Malley**, and **Igor Razboff** to its executive management team. Nelson joins as SVP of corporate development responsible for developing sales opportunities and new lines of business. O'Malley joins as SVP and general manager of the Single-Point division, responsible for overall management and operations of the custom enterprise search solution business. Razboff joins as SVP of applications engineering, responsible for the implementation of custom search solutions for enterprise clients.

Wolters Kluwer Legal, Tax & Business North America, has appointed CEOs for the organization's four new customer units: Tax and Accounting, Legal, Financial Services, and Corporate Legal Services. Three Wolters Kluwer execu-



Gene Landoe

tives have been named to the new CEO positions:

**Gene Landoe**, currently president and CEO of Wolters Kluwer's Legal

Information Services group and interim CEO of CCH Incorporated, will lead the Corporate Legal Services unit; **Kevin Robert**, now president and CEO of CCH Tax Compliance, will head the Tax and Accounting unit; and **Bob White**, president and CEO of Bankers Systems, will lead the Financial Services unit. **Robert Becker** will be joining Wolters Kluwer to head the Legal unit.



Bob White