



FOR IMMEDIATE RELEASE

Academic and Professional Presses Adopt collectionPoint 2.0 as Digital Asset Management and Distribution Platform

(Sept. 29, 2009, Plymouth Meeting, PA) *codeMantra* announced today that *Fordham University Press, University Press of Mississippi* and *Career Press/New Page Books* have all signed SaaS (Software as a Service) agreements to deploy the company's *collectionPoint 2.0* digital asset management and distribution platform.

As part of its *collectionPoint 2.0* offering, *codeMantra* will host assets for each publisher at its Ashburn, VA facility, and provide a range of digital warehousing and digital conversion services. *Fordham University Press, University Press of Mississippi,* and *Career Press/New Page Books* will take advantage of *codeMantra's* efficient, flexible and high quality file conversion and distribution services to manage their digital publishing programs.

The *collectionPoint 2.0* platform manages a publisher's digital assets utilizing a customizable-driven file structure. Through a simple browser-based interface, publishers gain secure, on-demand access to their assets stored on *codeMantra's* servers. All manner of standard book production files (*Quark, InDesign, tiff, EPS, jpeg, MSWord, MS Excel, XML, SGML, print-ready PDF, POD, Postscript,* etc.) are stored in the *collectionPoint* repository, using the ISBN as the parent node. *collectionPoint* customers routinely associate their digital offerings (*ePub, uPDF, PDF, MobiPocket, Flash,* etc.) with the parent ISBN. Using a variety of distribution methods (*FTP, browser uploads and downloads, secure push and pull APIs*), publishers are able to deliver any file, be it a commercial eBook or production file, to any third-party reseller, distributor, rights customer, printer or content aggregator with intuitive commands and click-throughs. On the back end, the *collectionPoint* platform provides direct access to *codeMantra's* Chennai-based production facility, conversion services and technical support team.

Fordham University Press chose *collectionPoint 2.0* to improve the overall efficiency of its digital publishing program and undertake an *XML-first* initiative.

"Our editorial and production workflows are easily accommodated with *codeMantra's* technology, while the versatility of *collectionPoint* will allow us to make the transition to XML-dependent processes and enhanced efficiencies and overall cost savings," said Fredric Nachbaur, Director, *Fordham University Press*.



The *University Press of Mississippi* plans to utilize *collectionPoint 2.0's* highly scalable and configurable platform, which is built on an *SQL* server using *.Net* as the foundation for a comprehensive title management system.

"The Press is investing not just in our ability to deliver digital formats to our customers; we plan to use digital workflows to greatly enhance our publishing operations. *collectionPoint 2.0* was an optimal choice – giving us a good starting point and the means to bring incremental control to all aspects of our publishing workflow," said Leila W. Salisbury, Director, *University Press of Mississippi*.

Career Press, an existing customer of *codeMantra's* conversion services, has now added *collectionPoint 2.0's* digital distribution capabilities.

"The digital marketplace is expanding for us and we see *collectionPoint* as an affordable bridge to new customers and markets," said Laurie Kelly-Pye, Director of Sales & Publicity, *Career Press/New Page Books*.

"We are delighted to be signing publishers of the quality and commitment of *Career Press, Fordham University Press* and *University Press of Mississippi*. The demands and requirements of these publishers will further enhance the capabilities and functionality of our *collectionPoint 2.0* platform," said Walter Walker, Director of Publishing Services at *codeMantra*.

About *University Press of Mississippi*

The University Press of Mississippi was founded in 1970 and is supported by Mississippi's eight state universities. UPM publishes scholarly books of the highest distinction and books that interpret the south and its culture to the nation and the world. From its offices in Jackson, the University Press of Mississippi acquires, edits, distributes, and promotes more than sixty new books every year. Over the years, the Press has published more than 900 titles and distributed more than 2,500,000 copies worldwide, each with the Mississippi imprint. The University Press is the only not-for-profit book publisher in the state. For more information, go to: <http://www.upress.state.ms.us/>

About *Fordham University Press*

Fordham University Press, a member of the Association of American University Presses (AAUP) since 1938, was established in 1907 not only to represent and uphold the values and traditions of the University itself, but also to further those values and traditions through the dissemination of scholarly research and ideas. The press publishes primarily



in the humanities and the social sciences, with an emphasis on the fields of anthropology, philosophy, theology, history, classics, communications, economics, sociology, business, political science, and law, as well as literature and the fine arts. Additionally, the press publishes books focusing on the metropolitan New York region and books of interest to the general public. For more information, go to: <http://fordhampress.com/>

About *Career Press/New Page Books*

Career Press was founded in 1985 as a niche publisher of targeted career directories. Now, 20 years later, Career Press boasts an active, strong-selling backlist of nearly 300 titles spanning careers, personal finance, business management, study skills, and leisure pursuits. The publisher has helped millions of job seekers, businesspeople, and consumers of all ages with the practical, helpful information they need. Career Press's philosophy has remained constant since its founding: they publish the highest-quality books on topics most needed in the marketplace, written by established, credentialed, media-savvy professionals promoting and publicizing to their fullest.

A second imprint, New Page Books, was started in 1999, and publishes the best in New Age, health, self-help, science, history, and general nonfiction titles. Among New Page Books' leading authors/books are Elaine Magee, author of "*Tell Me What to Eat...*"; Diane Warner, America's most trusted wedding expert; Janet Farrar and Gavin Bone, authors of "*Progressive Witchcraft*," and Jeff Belanger, author of "*The World's Most Haunted Places*." For more information go to: <http://www.careerpress.com/>

About *codeMantra*

Based in Plymouth Meeting, PA, *codeMantra, LLC* brings a managed approach to digital publishing with people, process and technology. The company's reputation is built on quality conversion services and the introduction of processes and tools that enhance any digital workplace. *codeMantra's Universal PDF®* is widely embraced as the one format that meets the requirements for the dominant digital library offerings and "search-inside-the-book" vehicles. The company's *pubXML* is a flexible data model, or Document Type Definition (DTD), which can be readily configured to deliver all viable digital formats including ePub, Kindle (Amazon), mobiPocket, HTML, XHTML, PDF, BBEB (Sony), Palm, NFO (net library) and ASCII.

collectionPoint is the company's unique offering of digital asset management (DAM), workflow and distribution capabilities built on file server technology. Through the use of *codeMantra's* tools and services, publishers are able to fully, efficiently and cost effectively manage their content, from initial creation to final distribution.



codeMantra employs more than 700 technicians, application developers and project managers out of its production facilities in Chennai, India. The company's active customer list includes marquee publishing brands: *Pearson Education, Penguin U.K., McGraw-Hill, Oxford University Press, Macmillan Publishers, John Wiley & Sons, Cengage Learning, Continuum International Publishing Group, New York University Press, University of North Carolina Press, University of Minnesota Press, Springer Publishing Company* and *Gibson Publishing, among others.*

More about the company can be found online at www.codemantra.com.

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