

codeMantra's collectionPoint to Utilize MarkLogic Server in New SaaS Offering for Publishers

(October 14, 2009, Plymouth Meeting, PA) *codeMantra* announced today that it has signed a partnership agreement with Mark Logic Corporation to integrate its industry leading XML server, MarkLogic Server. Under the terms of the OEM agreement, *codeMantra* will develop a Software-as-a-Service (SaaS) hosted offering of its *collectionPoint® 2.0* digital asset management and internet file server platform on Mark Logic's powerful infrastructure software for information applications. These combined technologies will give *collectionPoint* users advanced capabilities for the tandem management of their publishing content, in both structured and unstructured file systems.

The *collectionPoint 2.0* platform manages a publisher's digital assets utilizing a customizable 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, MSEXcel, XML, SGML, print-ready PDF, POD, Postscript, etc.*) are stored in the *collectionPoint* repository, using the ISBN as the information's overall parent. *collectionPoint* customers routinely associate their digital offerings (*ePub, uPDF, PDF, MobiPocket, Flash, etc.*) with the parent ISBN. With the added capabilities of MarkLogic Server, publishers will now be able to normalize a second instance of their content using the platform's powerful XML conversion processes. Through *collectionPoint's* browser interface, users will be able to access a supplementary XML repository where they can manage, enrich, search, navigate, and instantly assemble new publishing products.

Funded by subscription or advertising revenue, a growing number of academic, STM, and professional information publishers utilize MarkLogic Server to aggregate content from both internal resources and external feeds to dynamically deliver content to their customers. With MarkLogic's alerting capabilities, publishers are able to notify users when relevant content has been created or updated. This ensures that the right content is pushed to users even before they ask for it. As a result, publishers are able to foster unique online communities, in which dedicated users have real time access to relevant content.

"This partnership constitutes a natural extension of our core publishing services and software offering. It will enable us to provide customers with tools for enhanced control



over their content, as well as dynamic publishing capabilities,” said Scott Cook, Director of Information.

Powered by MarkLogic Server, *codeMantra’s collectionPoint* will help small and medium size publishers build tighter relationships with their readership, streamline internal efficiencies in content development, and drive subscription and advertising-based revenues. MarkLogic will only be available to *codeMantra’s collectionPoint 2.0* (or newer) customers. SaaS terms will be negotiated on a case-by-case basis.

“Mark Logic is helping leading organizations like *codeMantra* bring cutting-edge publishing solutions to the market,” said, Mike Makely, Vice President, Media Division, Mark Logic Corporation. “*collectionPoint* is well positioned to help publishers drive down operational costs and more effectively leverage their content assets in the digital age.”

About Mark Logic Corporation

Mark Logic Corporation is a leading provider of infrastructure software for information applications, serving industries including media, government, software, transportation, and healthcare. Mark Logic was recently named the fourth-fastest growing information technology company in Silicon Valley. The company’s award-winning product, MarkLogic Server, is the industry’s leading XML server and includes technology protected by multiple US patents. Mark Logic is privately held with investors Sequoia Capital and Tenaya Capital. For more information, to download a trial or community version, or to read the award-winning Mark Logic CEO Blog, go to www.marklogic.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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