

Convert Electronic or Hard-Copy Files for New Users

KNOWLEDGEWORKS DATA CONVERSION

When you invest in developing content, it makes good sense to use that content as many ways as possible. Cadmus' data conversion services lets you easily repurpose your content to generate additional revenue and reach new markets.

Whether it's current electronic data or fading pages from a 100 year old book; whether you want to republish electronically or on paper, our data conversion service provides the flexibility to make your project more efficient and cost-effective.

To satisfy your need for electronic content – and your readers' demand for easily searchable electronic access – you can deliver repurposed content through your own web site or through a third party provider, on CD-ROM, or on DVD. Cadmus can convert content from journals, reference books, textbooks and manuals, from hardcopy or almost any electronic file format.

Put Cadmus expertise to work for you

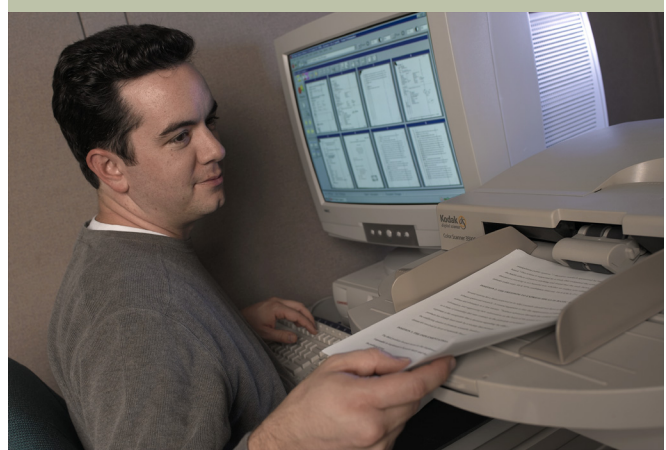
Cadmus has been providing data conversion services since 1995, and we convert over one million pages per year. We have years of experience with scientific, technical, and medical content, from the simple to the complex.

Expect top quality from our global workflow

We can ensure adequate resources for your project regardless of size.

As a Six-Sigma company, Cadmus focuses on eliminating defects through a fundamental process methodology. Our keyboarding and SGML/XML coding facilities in India are ISO 9001:2000 certified, and they are an integral part of our global workflow.

Our coders specialize in the most difficult types of composition – mathematical, scientific and technical materials - and the SGML/XML code that Cadmus provides has the highest sustained quality in the industry. Our process delivers up to 99.99%



Generate new revenue streams from existing content.

Cadmus KnowledgeWorks Data Conversion at a glance:

- *Convert hard copy or electronic files to repurpose content cost-effectively and create new products*
- *Choose output formats for any medium*
- *Get industry-leading accuracy and quality*
- *Count on solid experience and global operations for reliability*
- *Create new revenue opportunities*

accuracy. The turnaround time of our data conversion projects is among the fastest in the industry, and we deliver on time. Industry-leading accuracy and fast service protect your schedules – and your budgets.

Flexible processes accommodate your needs

Cadmus approaches your project with a careful assessment. We'll work to understand your distribution plans and format requirements, and we'll create a flexible conversion process tailored to your needs.

Throughout the process, your Cadmus Project Manager facilitates dialogue among your technical contacts and ours and keeps you informed of progress. We also offer

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the option of database services that let you archive and distribute content from a central location.

Hard copy can be scanned or keyboarded

Scanning and imaging

We use high-speed, high-resolution scanners to digitize documents, maps and other graphical materials. Our sophisticated image-improvement techniques enhance the quality of PDF files for documents, and of TIFF, GIF, and JPEG files for graphics.

OCR

Our advanced Optical Character Recognition (OCR) software for scanned documents generates searchable ASCII text with very high accuracy.

Keyboarding

For material that requires keyboarding, our doubleentry, triple-compare keyboarding process ensures accuracy, and our keyboarders are trained to recognize the relevant structural parts of each document.

Almost any electronic file can be converted

We can convert virtually any file format to basic ASCII, and from the ASCII files we can structure your data for the output you need. Standard output formats from ASCII include SGML, XML and Open eBook standard (OeB), as well as any proprietary formats.

SGML/XML coding delivers reusability options

Cadmus prepares hundreds of thousands of HTML, SGML, XML and PDF files annually for delivery to Internet-based media. We can help you make cost and

media evaluations to choose the best format for your purposes.

The benefits of SGML coding include shorter delivery cycles and easy content reuse from a single source.

Cadmus can incorporate SGML or XML into the electronic composition process for applications where appropriate. SGML/XML can facilitate Publish-Ahead-of-Print workflows, depending on the specifications required by your online host.

XML, is often a slightly simplified version of SGML and can usually handle the intricacies of scholarly content just as well as SGML.

PDF output provides an exact image of the printed page. PDF is less expensive to produce than SGML/XML, but delivers less flexibility. PDF output is very cost-effective for applications where content will not change, such as on-demand printing. PDF output can be image-only or searchable.

Select the data conversion services that fit your workflow

Data conversion services are part of Cadmus' family of products and services for article-based digital workflow in scientific, technical and medical publishing. You can use Cadmus KnowledgeWorks' data conversion as stand-alone services, or as part of a complete solution linked with other publishing systems.

Find out how data conversion services – and other powerful, flexible publishing solutions from Cadmus KnowledgeWorks – can support the scholarly publishing process. Visit our Web site at www.cadmus.com. We have a passion for the power of knowledge.

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