



**The new Publishing Technologists**  
***Key appointments reinforce strong competitive  
position of Publishing Technology plc***

Publishing Technology, the largest provider of digital solutions for the publishing industry, recently announced the appointments of key staff who will lead the company's technology strategy following its incorporation at the end of February.

**Gary Bowman** has been appointed Product Engineering Director of the VISTA business unit, where he will take responsibility for the company's author2reader™ application software and the development of a complete digital publishing infrastructure which will include the market-leading Information Commerce Software. Bowman joined VISTA in 1988 and has since led many major engineering projects, including the development of the PubEasy service which revolutionised the way in which booksellers and publishers interact. "Staying ahead of the curve is a continuing challenge in our industry," Bowman notes. "My initial focus will be on the continued re-engineering of our core modules in line with the latest software standards, and tightly integrating new information commerce capabilities within that framework to provide a combined digital and print infrastructure. The enhanced service levels and functionality we will be able to offer as a result will keep us at the forefront of the competitive landscape."

**Leigh Dodds** has been appointed Chief Technology Officer of the Ingenta business unit, where his responsibilities will include the architectural and technical strategies for the company's website platforms, and its considerable research & development mandate. A renowned technology expert, particularly in the field of XML, Dodds has been with Ingenta since 1999 and is a respected speaker and author within the publishing technology community. In his previous role, he led the development of the IngentaConnect website, which is recognised for its robust, best practice engineering and supports up to 1 million sessions a day. "I'm looking forward to harvesting the fruits of the investment we've made in technology over the past few years," says Dodds, "and to deploying more new ideas, particularly those which will help our publishers stay ahead of the rapidly evolving landscape of scholarly communication. I've already identified a number of ways in which we can harness technologies to create efficiencies both for us and for our clients, and implementing these will be my priority going forward."

“These appointments reflect our commitment to strengthening our product lines and developing them further to leverage the core competencies and capabilities of the combined entity, Publishing Technology,” comments Publishing Technology CEO George Lossius. “Both Gary and Leigh have demonstrated an innovative approach to technological development in recent years and their unassailable expertise in our core business areas puts Publishing Technology in a strong competitive position. I look forward to the success it will create for us ongoing.”

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**About Publishing Technology plc**  
[www.publishingtechnology.com](http://www.publishingtechnology.com)

Publishing Technology plc was formed in February 2007 following the merger of Ingenta plc and VISTA International. The company is the largest provider of digital solutions for the publishing industry, and services eight out of ten of the world's largest publishers. Its technology uniquely fuses online and offline publishing functions to provide end-to-end support for publishers across their full range of processes and requirements. Software and services for online publishing include website design and development, data conversion and enhancement, secure online hosting, access & authentication and content discoverability management. Information Commerce Systems provide flexible infrastructure and tools to enable publishers to repackage, bundle or price content online at the click of a button. Print publishing applications can be configured on a modular basis to meet the specific needs of individual publishers, with components ranging from business intelligence and customer care through to production management and fulfilment. The PCG division provides professional sales and marketing services to publishers including consultancy and research.

The company is listed on the AIM market of the London Stock Exchange and has offices in Europe and North America.