

For Immediate Release
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New Client Successes Attest to VISTA's Online Capabilities

Diverse publisher needs served by flexible content delivery packages

VISTA, market leader in applications to support the publishing supply chain, recently announced the latest developments in its online business, which has grown rapidly since the company's incorporation into the Publishing Technology group last year. A diverse range of publishers, including a leading medical society and a major professional publisher, have opted for VISTA websites and software to showcase or manage their publications.

The professional, educational and business publisher **Kogan Page** is partnering with VISTA to develop a sophisticated platform to sell its collection of print, electronic and audio publications. Phase I, a fresh new e-commerce site with integrated product information management, has already been delivered; support for digital content delivery that will enhance the Kogan Page proposition and reach new audiences will be delivered within the next quarter.

A new e-content delivery platform presents the **American Society for Clinical Pathology's** textbooks as an interactive, evolving and adaptable learning experience. The content is annotated and updated by authors to ensure currency, while users can connect in discussion forums and save additional notes alongside the text. "We wanted to revolutionize the way our market thinks about purchasing textbooks," comments Bart Wacek, ASCP Director. "The Publishing Technology team helped us to shape that vision into an exciting reality – an innovative web platform that deploys sophisticated technologies to truly add value to published content."

Elsewhere, VISTA is working with one of its existing customers, an international non-profit organization, to develop a digital strategy that will best showcase critical standards-based literature. The company is also consulting with the **BMJ Group**, publishers of the *British Medical Journal*, with a view to implementing an information commerce system that will support more flexible content licensing and better integrate print and online fulfillment. An information commerce system has also recently been delivered for Sdu Publishers, supporting e-commerce, customer profile management and user authentication across multiple web services.

These developments follow on the heels of VISTA's recent delivery of a digital publishing package to facilitate the BBC Monitoring's entry into the institutional sector, and its launch of a pilot project to support independent publishers' exploration of online publishing. "Although VISTA is well-known as an established provider of applications that support the publishing process, the marketplace is less aware of our comprehensive online capabilities," says VP Randy Petway. "But the range of projects we've won in the

last year alone positions us a serious contender in this sector. With our siblings in the Publishing Technology group, we are now able to offer a compelling range of progressive publishing services that are proven to drive new business.”

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About Publishing Technology plc
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The Publishing Technology group enables publishers to focus on their core competences by providing a single, trusted partner for both technology requirements and business development services. It is the largest provider of software and services for the publishing industry, servicing eight out of ten of the world's largest publishers. The group's proposition uniquely spans front and back office systems – complemented by a range of business development services – to provide the industry's only end-to-end suite of software specifically designed to support the publishing process. Capabilities cover editorial & production, product information, billing & fulfillment, content conversion & hosting, website development, marketing programs, information commerce, customer relationship management, rights & royalties and business intelligence. All application modules can be configured independently to meet specific publishers' needs and to allow flexible integration with existing systems. Associated sales and marketing services include consultancy and research, sales representation and telemarketing. The company is listed on the AIM market of the London Stock Exchange and has offices in Europe and North America.