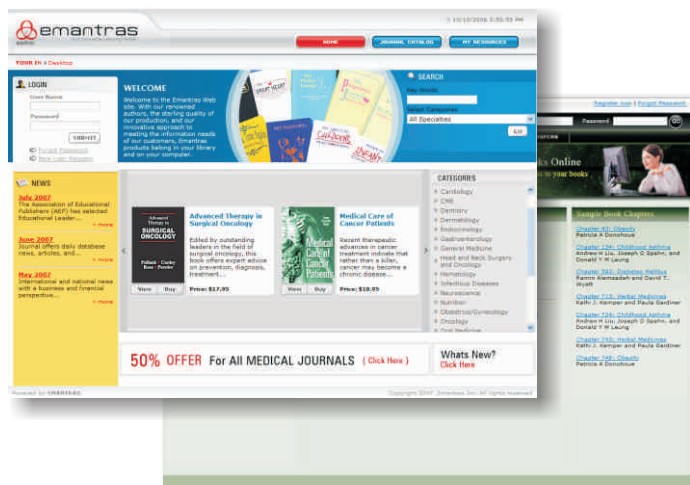


REED

Rapid e-Book & e-Journal Developer

Develop and deploy electronic publications quickly and in a cost effective manner

The evolution of the technology for e-book and e-journal platforms has created an extraordinarily confusing environment of solutions. Small to midsize publishers with limited digital budgets and resources trying to extend their margins by converting print content to digital formats, have few affordable options. REED (Rapid e-book, e-journal Developer) is a comprehensive out-of-the-box e-book and e-journal platform that answers all the publishers concerns about creating and managing content in digital formats. In a world where content is king, publishers can now create and control their digital content rapidly, and cost effectively, without having to hire new technology staff.



REED creates a dynamic learning environment that uses the digital book or journal as the center piece of an encompassing learning experience. Instructors/SMEs/publishers can push or link, relevant educational assets like courseware (within LMS systems), educational notes, media, and related material, directly to the pages within context. The blog and other tools allow users to create ad hoc social networks for information exchange between peers or in a moderated environment. Utilize our quiz engine with reference back into the education to enable preparatory education and formal CE initiatives. to aid your users to asses their knowledge and reference back to the appropriate pages for review.

FEATURES

XML Core Engine - with multiple modes of content consumption

HTML, interactive reader (Flex or Flash), and PDF (for print enablement)

True educational augmentation

- Page notes
- Blogs and collaborative tools
- Assessment and CE extensions

REED Desktop delivers updates directly to subscriber desktop

Advertising module for indirect revenue models

Seamless add-on modules

- e-Commerce
- User-management
- Editorial
- REED Desktop
- AD Management
- Assessment, CE and CME module

All inclusive service model, hosted or behind client firewall

REED

REED Platform

Digital publications made easy with REED

True XML benefits

REED allows you to take advantage of true XML format and exploit the various commercial options afforded by using digital technology. Seamless search allows content and context based searches within a single page, book (journal), or through various collections.

Scalability

Start with a single book and grow as your demand increases. The platform can grow with you. It can manage as many books as you need, practically limitless.

Security

Feel comfortable that your content is secure –subscribers access your e-books through a customized reader. The reader allows digital complimentary copies for reviews, expose as many pages or as few as you are comfortable with.

Multiple Reader Capabilities

The unique readers have several features built-in that enhance the user-experience. Turn on or off reader features in addition to Instructor Notes and Student Blogging.

- Link to internet resources directly from references or footnotes.
- Customized reader to match your corporate identity or the design of your book. Build an HTML site for your tomb books; this technology allows the XML content to be pulled through the reader.
- Student/user notes allow users to create notes into their e-book subscription for later study review.
- Book marking allows user to flag important pages of the e-book and highlight important content.

REED Desktop

REED Desktop is a Rich Internet Application that delivers concise information and e-Journal/e-Book content into the client desktop. Built on the Emantras HALO platform the REED Desktop is designed to bring updates and usability features to the client seamlessly to deliver exceptional content value.



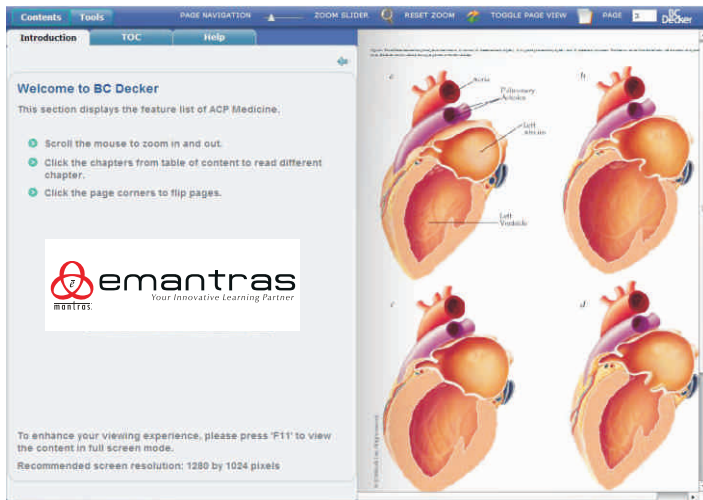
The standard REED Desktop drives the following to the client desktop

- e-TOC updates are automatically driven for current TOC view
- All content updates and new postings can be viewed on the client desktop
- Clients can view abstracts and mail abstracts right from the desktop
- Clients can also access articles and content right from the desktop within the REED Desktop browser

The REED Desktop is a Rich Internet Application (RIA) and thus requires the users to be connected to the Internet for the application to work.

E-Book & E-Journal

Our e-Book platform has several unique features that enhance usability and value for the customers. Some of the unique features include:



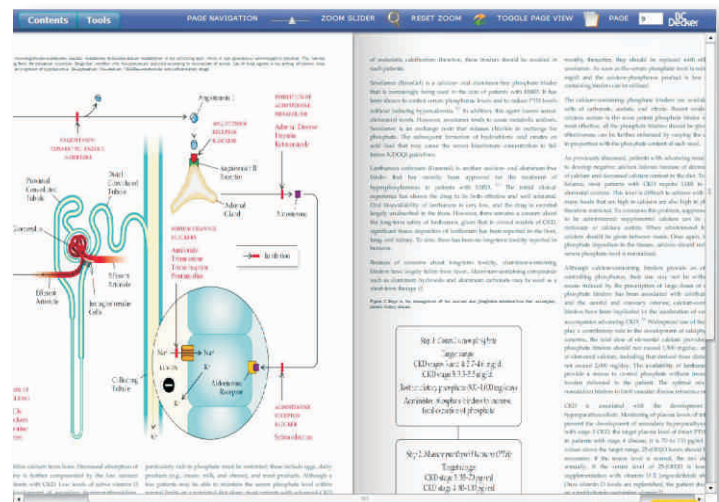
- Robust and customized site that delivers a unique message
- Books and associated book catalog (links to publisher catalog site)
- e-TOC
- Chapter abstracts Reference linking
- Reference linking
- Content available simultaneously in HTML, Flex reader, and PDF
- Page notes and note sharing (by instructors or leaders standard)

Add-on Modules

- Integrated e-Commerce
- User-management & Editorial management
- Analytics Assessment, CE, CME
- Integration with Social networks-collaborative blogs or moderated blogs
- REED Desktop (e-TOC and messaging to desk-top widget)

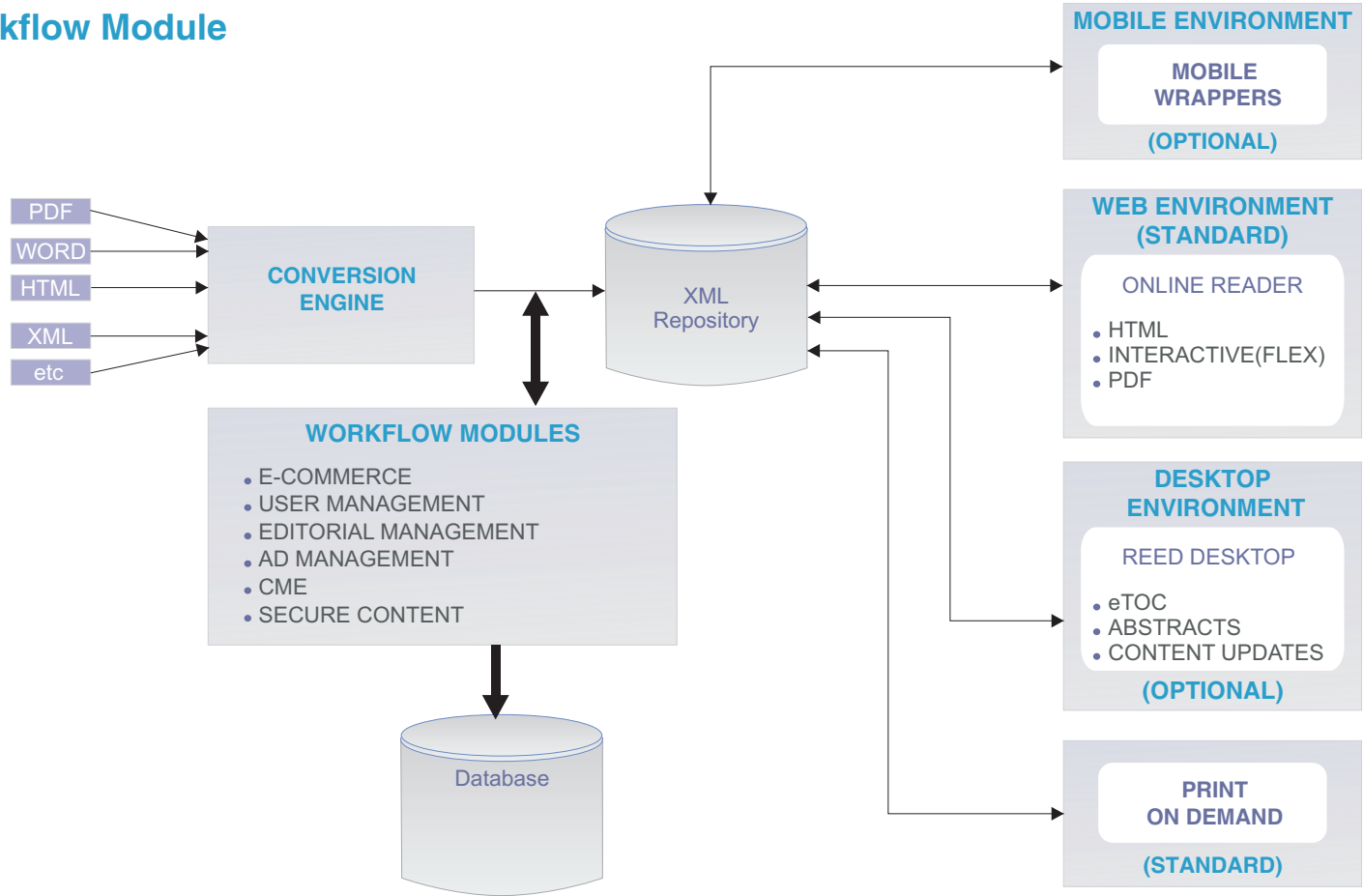
Custom Integration & Services

- Integration to LMS or pass assessment scores to grade books
- Extended technology team for enhanced operations
- Robust and customized site that delivers a unique message
- Books and associated book catalog (links to publisher catalog site)
- Content available simultaneously in HTML, Flex reader, and PDF
- e-TOC
- Page notes and note sharing (by instructors or leaders standard)
- Chapter abstracts & Reference linking



REED

Workflow Module



Technology

Our technology inherently supports clustering, you can use independent REED databases to create specific applications and also create a global product that draws content from all independent databases. We work with some of the leading XML databases including open-source eXist, MarkLogic, etc.

SECURITY	STANDARD	MOBILE PLATFORM	OPERATING SYSTEM & PLATFORM
Authentication framework options include Digital Certificates, Web single sign-on (Web-SSO), LDAP/AD Directory Server, data encryption Role based Access Control Audit logging Cryptographic Data Protection	XML XML Schema 1.0 XML Namespaces 1.0 Shibboleth DocBook XML	Windows Mobile Pocket PC 2000/2002/ WM 2003/WM 2005	Red Hat Linux ES3 on AMD Opteron and x86 architectures Windows Server 2000 and Windows Server 2003 on x86 architectures Sun Solaris 8 and 9 on SPARC Architectures SQL Server database

Database use capacity will have to be addressed when using for multiple product use.