

TEXTCENTRIC™

FROM THE PRINTED WORD TO THE DIGITAL WORLD

ABOUT TextCENTRIC™, INC.

TextCENTRIC specializes in producing, managing and delivering dynamic digital content. TextCENTRIC is headquartered in Pittsburgh, PA. TextCENTRIC Chairman Chief Scientist and Founder Ananda Gunawardena is a senior lecturer and research faculty member in the Computer Science Department of the Carnegie Mellon University. The company provides a broad range of digital content solutions, primarily to publishers, educational institutions, corporations and eLearning vendors.

Our products and services help content producers and owners move through the digital transition process, enabling them to create and manipulate digital content to suit their teaching and learning needs, as well as to build unified systems-based digital content solutions.

TextCENTRIC was founded by a highly qualified and experienced group of individuals, including computer scientists, software developers, authors, publishers and educational technologists.

PRODUCTS & SERVICES

TextCENTRIC is organized into three divisions:

1. **MetaPrep™ Conversion Services** - We prepare digital content in standards-based formats for multiple use via a wide variety of delivery channels, including the Internet, CD-ROM, PDAs and eBook readers.
2. **Adaptive Content Technologies™** - We produce both fixed-media and network-content software tools that facilitate interaction and sharing between users of digital content in a way that tremendously enhances teaching and learning environments.
3. **Enterprise Content Solutions™** - We are creating a comprehensive platform where all standards-based tools and digital content seamlessly interact with each other under one unified system for enhancing and managing digital content as well as for providing e-commerce solutions.

COMPANY GOALS

For publishers and content providers - TextCENTRIC provides the means to deliver secure, high-value digital content to end users.

For employees, students, trainers and faculty members - TextCENTRIC allows you to customize and transform digital content on the fly, add notes and annotations to digital content at any time, and basically create a collaborative, highly interactive and truly dynamic teaching and learning environment.

For eLearning vendors - TextCENTRIC provides a unique way for incorporating high-value digital content into your products and services.

For educational institutions and corporations - TextCENTRIC offers digital content creation and management mechanisms and services that are reusable and interoperable within your cohorts and constituencies.

TextCENTRIC represents the next generation of content and knowledge exchange, building the bridge between traditional publishing and the new generation of standards-based, digital publishing.