

Pocumtuck Valley Memorial Association Builds XML Content Editing System with AUTHENTIC 5

AUTHENTIC 5 to streamline authoring and delivery of XML based historical information to the Web

Beverly, MA, Feb 21, 2003 - Altova Inc. (<http://www.altova.com>), the world's leading XML software tools producer, today announced that it has supplied the Pocumtuck Valley Memorial Association/ Memorial Hall Museum in Old Deerfield, Massachusetts with their XML document editing software, AUTHENTIC 5, for use in writing, editing and publishing historical content related to their new historical National Endowment for the Humanities funded website project entitled "The Many Stories 1704: The French & Indian Raid on Deerfield."

The goal of their website is to provide an account of the roots and legacies of this important historical event, through the perspectives of the five different cultural groups involved in the raid. The event is pivotal because it illuminates underlying intercultural, interracial, and international conflicts that left a profound legacy that influenced the English colonies up to the opening of the American Revolution, and which influences New England to this day. The project team includes scholars, teachers, tribal council leaders, curators, archivists, writers, and a design team that includes a world-famous illustrator.

"Our project design called for a website which could contain a great deal of content and allow us to give equal weight to 5 different cultural perspectives on the historical event. Because of the high volume of information being created, we needed an efficient way to go about development. Previously, content would be authored by a subject expert, then handed off to a technical staff person, who would then manually apply formatting and styles to create an HTML document suitable for use on the Web. Authentic 5 allows us to bypass this intermediate step through the use of customized templates and layouts for character narratives, object descriptions, and scenes, which automatically populate their content onto the website without need to hand-off information to a programmer" said Project Manager Lynne Spichiger.

Spichiger added: "AUTHENTIC 5 streamlines the content authoring and delivery process for web material by removing the need for manual cutting and pasting, or any other costly error prone manual intervention; rather, the written historical content makes its way directly to the website where it can then easily be reviewed, stored, or reused for future projects or other formats in various media without hands-on intervention. We view this streamlined process to be an especially important benefit to museums and historical societies, whose mission entails cataloging and storing volumes of historical and cultural data."

These innovations in XML based content authoring and delivery have the potential for wide scale adaptation by other museums because they easily enable the presentation of multiple accounts and different viewpoints of historical events. In light of the current success of their implementation, The Pocumtuck Valley Memorial Association (Memorial Hall Museum) intends to disseminate their model widely, sharing detailed information on how to adapt their enhanced content development process, as well as sample templates and architecture and design specifications, for use by other museums.

A preview of their work can be seen at
<http://www.americancenturies.mass.edu>

Pricing and Availability

AUTHENTIC 5, is available immediately for free download at http://www.altova.com/download_authentic.html and is now offered under a free software license.

Visit the Altova booth and see a live demonstration of AUTHENTIC 5 and other Altova products line at an upcoming software tradeshow this spring 2003:

- BEA EWorld, Orlando, Florida, March 2-5, 2003
- Web Services Edge East, Boston, Massachusetts, March 19-20, 2003
- AIIM Content Management Solutions Seminar, April 7-9, 2003

About Altova

Altova, Inc. is a leading provider of XML software solutions with offices in Beverly, MA and Vienna, Austria. The privately held company was founded in 1992 and has been actively involved in the XML market from the early

conception of Extensible Markup Language. Altova's XMLSPY 5 is the leading choice of Fortune 500 and Global 1000 companies. Altova's XMLSPY 5 product line is the world's best-selling XML tool and has won the leading industry awards including PC Magazine's Editor's Choice Award and Best Product of 2002. Altova is a technology partner with the world's leading software companies including Microsoft, Oracle, IONA, and Software AG. Altova is a member of the W3C and WS-I. Visit Altova on the web at <http://www.altova.com>.

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