

## Altova MAPFORCE 2004 Wins Jolt Productivity Award from Software Development Magazine

### **MAPFORCE HONORED IN THE BUSINESS INTEGRATION AND DATA TOOLS CATEGORY**

BEVERLY, Mass., March 30, 2004 – Altova® Inc. ([www.altova.com](http://www.altova.com)) today announced that its visual data mapping and code generation product, MAPFORCE™ 2004, has won Software Development Magazine's Jolt Productivity Award in the Business Integration and Data Tools category. This is the first award for Altova's recently released MAPFORCE product.

"MAPFORCE 2004 is a valuable product for developers and data architects working to programmatically integrate different data sources in a standards-based, cost effective manner," said Rosalyn Lum, Technical Editor, Software Development Magazine. "It is our pleasure to honor companies like Altova that provide top quality products that jolt the software development industry."

The Software Development Jolt Product Excellence and Productivity Awards are presented annually to products, books and Web sites than have jolted the industry by helping to create faster, easier and more efficient software. Software Development Magazine, a monthly publication reaching over 100,000 subscribers, is published by CMP Media, a leading integrated media company providing essential information and marketing services to the entire technology spectrum; the builders, sellers and users of technology worldwide.

"You know it's an amazing product when it starts winning awards from prestigious publications like Software Development Magazine so early in its lifecycle," said Altova's Director of Marketing, Tim Hale. "Everyone who tries MAPFORCE loves it because it really simplifies data integration projects. Keep your eyes on MAPFORCE; we've got big plans for this product."

### **About MAPFORCE 2004**

Released in September 2003, Altova's MAPFORCE 2004 is a visual data mapping tool, which auto-generates stylesheets and program code in multiple output languages, such as XSLT, Java, C++, and C#, to enable programmatic XML-to-XML or database-to-XML data transformations.

MAPFORCE 2004 is available for purchase from the Altova Online Shop at <http://www.altova.com/order>. A free 30-day trial download is available from <http://www.altova.com/download>.

### **About Altova**

Altova is a leading provider of XML software tools, components, and professional service solutions, including XMLSPY® 2004, the industry standard XML Development Environment. Altova, with offices in Beverly, Mass., and Vienna, Austria, was founded in 1992 and has been actively involved in the XML market from the early conception of Extensible Markup Language. Altova's 2004 product line of XML development tools and components is the leading choice of Fortune 500 and Global 1000 companies. Altova's XMLSPY is the world's best-selling XML tool and has won the leading industry awards. Altova is a technology partner with the world's leading

software companies including Microsoft, Oracle, BEA, Borland, IONA, and Software AG. Altova is a member of the W3C. Visit Altova on the Web at <http://www.altova.com>.

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**For more information:**

Paul Roberts  
Public Relations Manager, Altova Inc.  
978-816-1567  
[paul.roberts@altova.com](mailto:paul.roberts@altova.com)

**For more information, sales only:**

[sales@altova.com](mailto:sales@altova.com)  
USA: (978) 816-1600  
EU: +43 (1) 545 5155 - 0