



## Altova MapForce 2005 Selected as Codie Awards Finalist by Software & Information Industry Association

*PREMIER DATA INTEGRATION TOOL HONORED IN THE BEST DATABASE MANAGEMENT PRODUCT CATEGORY*

**BEVERLY, Mass., January 27, 2005** – Altova® ([www.altova.com](http://www.altova.com)), creator of XMLSpy®, MapForce™, and other leading software development and data integration tools, today announced that Altova MapForce 2005 was named a finalist in the Best Database Management Product or Service category of the Software & Information Industry Association's (SIIA) 20<sup>th</sup> Annual Codie Awards.

The longest-running awards series in the software industry, the Codie Awards program acknowledges the industry's most innovative products and services. It also holds the distinction of being the only peer-recognition awards program of its kind in the industry. More than 1,000 nominations were submitted by over 800 companies for the 2005 awards.

"The 20<sup>th</sup> annual Codie Awards continue the tradition of honoring the best of the software, content, and education technology industries," said Ken Wasch, SIIA President. "When one considers the number of outstanding companies that competed this year, being named a Codie Awards finalist is a significant achievement."

Altova MapForce 2005 is a remarkably powerful data integration tool that allows developers to design XML, database, flat file, and EDI mappings visually through an intuitive user-interface. MapForce can convert data on-the-fly for one-time integration projects, or it can auto-generate mapping code for royalty-free use in custom data integration applications. It is the first and only product to let users choose between XSLT 1.0, XSLT 2.0, XQuery, Java, C++, or C# code generation – all from the same mapping design. With support for all major databases, including Microsoft® Access®, Microsoft SQL Server, MySQL®, Oracle®, IBM® DB2®, and Sybase®, MapForce 2005 is becoming a critical tool for database administrators and developers who need to transform data or move it between various formats.

"In the year since its introduction MapForce has become a very hot product," said Tim Hale, Director of Marketing for Altova. "With its incredible power, ease of use, and exceptionally low price, MapForce compares quite favorably against unwieldy, server-based EAI, ESB, ETL, and EII products, which may sell for ten or twenty times its price. We are delighted that SIIA has recognized it as a finalist for the Best Database Management Product Codie Award."

The first round of judging for the Codie Awards was conducted by representatives from the software and information industry trade press, mainstream technology writers, analysts, consultants, and subject-matter experts. The final judging will be performed by SIIA voting members beginning in April 2005 and winners will be announced on May 25, 2005 at the Codie Awards Gala at Universal Studio's Globe Theater in Universal City, CA. A listing of all finalists is available at: <http://www.sii.net/codies/2005/finalists.asp>.

### **About Altova**

Altova accelerates development and integration projects with software, services, and solutions that enhance productivity and maximize results. As an innovative, customer-focused company and the creator of XMLSpy, MapForce, and other leading software development and data integration tools, Altova is the choice of over 1.5 million clients worldwide and virtually every Fortune 500 company. With customers ranging from vast development teams in the world's largest organizations to progressive one-person shops, Altova's line of software applications and custom-tailored professional and educational services fulfills a broad spectrum of business needs. Altova is an active member of the World Wide Web Consortium (W3C) and is committed to delivering standards-based platform-independent development solutions that are powerful, affordable, and easy to use. Altova was founded in 1992 and has headquarters in Beverly, Massachusetts and Vienna, Austria. Visit Altova on the Web at [www.altova.com](http://www.altova.com).

###

*Altova, XMLSpy, MapForce, StyleVision, Authentic, and DiffDog are trademarks of Altova GmbH registered in numerous countries. The names of and reference to companies and products mentioned herein may be the trademarks of their respective owners.*

**For media and analyst inquiries:**

Tracy Sullivan

Public Relations Manager, Altova Inc.

978-816-1567

[tracy.sullivan@altova.com](mailto:tracy.sullivan@altova.com)