



**FOR RELEASE ON OR AFTER FEBRUARY 27, 2006**

## **Cephalon, Kennedy Space Center and Newsweek Implement Inmagic's *Presto* Research Asset Management Software**

*Woburn, MA (February 27, 2006) – Inmagic, Inc. today announced that Cephalon, Kennedy Space Center and Newsweek are implementing Inmagic® Presto research asset management software. Inmagic® Presto is a Web-based enterprise application designed specifically for information centers where managing multiple collections of information in diverse formats and locations is of strategic importance. (For more information on Presto, see Inmagic's February 27, 2006 press release announcing Presto 1.1.)*

Cephalon is one of the fastest-growing biopharmaceutical companies, with more than 3000 employees worldwide. The Professional Services/Medical Information group within Cephalon Medical Affairs Department is implementing *Presto* to manage and provide access to various materials (e.g., published articles, regulatory documents) used to inform and educate healthcare professionals on the more than 20 products marketed by Cephalon worldwide. Dr. Kiumars Vadie, Senior Director, Professional Services/Medical Information group, explains that "As the primary point of contact and resource for thousands of healthcare professionals regarding our marketed products, our Medical Information group needs immediate and consolidated access to the right information -- even when the information appears in varied formats and multiple locations throughout our organization. *Presto* lets us easily gather and logically organize these data assets into a single consolidated view for quick and immediate access by approved users via a web browser."

After exhaustive industry studies, Kennedy Space Center/NASA decided to implement *Presto*. It is implementing *Presto* to organize and provide agency-wide access to mission-critical video and imaging assets that are used by a wide audience to increase mission safety, review design decisions, and monitor launch results. KSC/NASA selected *Presto* because of its unique ability to manage a variety of formats including video.

Newsweek is implementing *Presto* to unify access to its wide-ranging set of research materials, thus enabling Newsweek's global editorial staff to deliver ground-breaking journalism. Madeline Cohen, Director of the Newsweek Research Center, indicates that "*Presto* gives the Newsweek Research Center a dynamic content management system to quickly deliver critical news information to our users, plus a powerful search and retrieval database for Newsweek articles and cover images. The Research Center can now configure new databases and change the look and feel of our intranet homepage without having to rely on I.T. Being as self-sufficient as possible was a key

requirement for us. Plus, *Presto* is an evolving product that will grow and change to help our creative staff manage information for our company in even better ways in the future.”

“We’re thrilled to have these leading organizations implementing *Presto*,” notes Phillip L. Green, Inmagic’s President and CEO. “It validates *Presto*’s value as the global leader in enterprise research asset management, particularly for complex organizations where numerous end-users are highly-dependent on diverse internal and external information assets, and must have comprehensive 24/7 Web-based access to those assets regardless of where they or the assets may be located. These implementations also underscore that nearly everyone is a ‘researcher’ in some way, and can benefit from active management of the materials that they rely upon as their research assets.”

Sue Feldman, Research Vice President for Content Technologies at IDC, points out that “Content needs to be managed for a variety of purposes, and not all content management and access applications are the same. A wide range of end-users do some sort of research, and research tasks have information requirements that may differ significantly from those for other content applications. Typically, a research application is used to collect information from a number of sources both inside and outside of the organization, and then actively manage it. End-users may require access to diverse formats such as rich media and text. And, they may require access to the aggregated information from both inside and outside the enterprise firewall. *Presto* was designed with these needs in mind.”

*Presto* builds on Inmagic’s twenty years of helping organizations to actively manage their research assets. To ensure its customers’ success, Inmagic provides comprehensive *Presto* implementation services through its Professional Services Group.

### ***About Inmagic***

Inmagic, Inc. is the global leader in enterprise Research Asset Management. Inmagic’s solutions are uniquely capable of organizing diverse sets of research materials and enabling our customers to gain extraordinary insights from them. Inmagic solutions are known for their flexibility, ease of use and deployment, and minimal need for information technology support. Because they are based on Microsoft® SQL Server™ and .NET technology that utilizes Web services, Inmagic applications can be integrated with and interoperate within an organization’s overall information technology infrastructure.

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