



FOR IMMEDIATE RELEASE

## Inmagic Launches New Web Strategy

*Blog and updated Web site part of Inmagic's new company launch*

**WOBURN, Mass. — June 13, 2008** — Inmagic today launched the company's first blog, at <http://inmagicinc.blogspot.com/>. The blog will be a resource for organizations looking for expert insight, opinion, and commentary on the trends and issues facing corporate information knowledge managers today.

Inmagic's blog will focus on Social Knowledge Networks, the cornerstone of the company's new strategic plan. The new strategy is augmented by a newly expanded management team, a new board of directors, a fresh infusion of investment capital, and a new customer advisory panel.

The blog will cover a wide range of topics that relate to social knowledge networks, including knowledge management, library management, information management and social libraries. Inmagic's bloggers will regularly post articles, podcasts, slide shows, and videos that will help busy executives and knowledge professionals go beyond industry headlines, and provide counsel that will help knowledge workers be more productive with the tools and technologies of the trade. Initial articles planned for the blog include:

- **The creation of social knowledge networks.** Knowledge repositories aren't new. But people today want to combine top-down information — such as internal documents, subscription content, news, etc. — with bottom-up content, or "the wisdom of the community." How are social media concepts changing the face of knowledge management, and what does this mean for today's knowledge workers and information managers?
- **Separate is not equal: not good enough.** Many Web sites provide information at one address, community forums at another, and blogs at still another address. This silo approach to information is not unlike what you'll find in most organizations, where information is firewalled by departments, divisions, and disparate systems. Can the walls that separate people from knowledge ever be erased? If so, what concepts and approaches show the most promise? How will the knowledge application of the future help people share, collect, store, and act upon "wisdom of the community" information?
- **Vetting social intelligence.** In the past, knowledge management systems have been limited to organizing vetted content, where authorized sources publish and edit information. Users would have access to information through Intranets or shared server environments. However, new social media avenues allow the community to create and edit information as they see fit. What does this mean for knowledge management, users, business growth, and business development?
- **Wikipedia vs. Encyclopedia Britannica.** [Wikipedia](#) is certainly a huge knowledgebase with a tremendous following. But because it's user-generated, validity can be and often is questionable. [Encyclopedia Britannica](#), on the other hand, has high validity and trust, because content is vetted. But it has a fraction of the articles, is suffering from plummeting readership, and certainly doesn't have any buzz in the marketplace. What can Britannica do to invigorate its brand without merely aping the Wikipedia model?

As part of Inmagic's new Web strategy, the company has redesigned its [Web site, www.inmagic.com](http://www.inmagic.com), to reflect its new mission of providing organizations with a new generation of social knowledge networks. Everyone is invited to learn about Inmagic's [social knowledge network software](#), including [Inmagic® Presto](#), [Inmagic® DB/Text®](#), and [Inmagic® Genie](#), with downloadable [datasheets](#), [brochures](#), and more. The site will be regularly updated with [company news](#) and [events](#), and will continue to evolve to meet the needs of customers, partners, industry followers, and media.

The public and the press are invited to visit the Inmagic blog or subscribe to the blog's RSS feed at <http://inmagicinc.blogspot.com/feeds/posts/default>. All popular Web browsers and RSS readers are supported. Comments are invited (and moderated). Journalists and bloggers interested in learning more about the blog or interviewing Inmagic senior executives can contact Theresa Murray at [Theresa@GregoryFCA.com](mailto:Theresa@GregoryFCA.com), or at 610-642-8253, ext. 164.

#### **ABOUT INMAGIC**

Since 1983, Inmagic has helped companies rapidly capture, organize, share, manage, and exploit their collective wisdom. Over 5,000 companies in 100 countries use Inmagic's *Presto*, *Genie*, and *DB/Text* to forge social knowledge networks that connect their people and information to gain unprecedented insight into customers, markets, competitors, research, intellectual property, and more. Find out how much your company really knows. Visit Inmagic at [www.inmagic.com](http://www.inmagic.com).

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Press contact: [Theresa@GregoryFCA.com](mailto:Theresa@GregoryFCA.com)

Press room: [http://www.inmagic.com/news/press\\_room/press\\_releases.html](http://www.inmagic.com/news/press_room/press_releases.html)

RSS feed: <http://inmagicinc.blogspot.com/feeds/posts/default>

Web site: <http://www.inmagic.com/index.html>

Blog: <http://inmagicinc.blogspot.com/>

Company fact sheet: <http://www.inmagic.com/company/Inmagic-At-A-Glance.pdf>

Executive bios: <http://www.inmagic.com/company/mgmt.html>

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