



FOR IMMEDIATE RELEASE

Inmagic Passes 200th Genie Milestone

Genie's unique approach drives continued momentum in the ILS market

Woburn, MA (October 25, 2007) – Just a year and a half after selling its 100th Inmagic® Genie integrated library system, Inmagic, Inc. passed another milestone: its 200th Genie customer.

Genie has been embraced by diverse organizations worldwide including Dreyfus, Holland & Knight, Bureau Veritas, Jones & Stokes, Shughart Thomson & Kilroy, and the California Child Welfare Resource Library. Rooted in Inmagic's historic database and Web publishing strengths, Genie provides not only Web-based library automation but also library-focused Web publishing capabilities. Genie's power and ease of customization has won it these major customers. It goes "beyond the catalog" to help librarians efficiently manage multiple databases, lists, tasks, traditional (physical) and non-traditional (digital) items, and much more. Genie's extensive configurability lets librarians easily customize their installations without IT support. Librarians and end users alike appreciate Genie's clean interface, powerful search and browse capabilities, and InfoCart and My OPAC functionality that enable end users to be more self-sufficient. For detailed customer perspectives on Genie's value, see <http://www.inmagic.com/products/ILS/Genie.html>

Although each Genie implementation is unique, the application's rapid and broad acceptance also has been fueled by its

- Librarian's dashboard providing up-to-date views of critical library items and the ability to act on them
- Focus on streamlining the most common and most time-consuming tasks
- Ease with which library staff can configure it to their organization's needs including tracking information resources and managing and allocating costs
- Full-text searchability and customizable browsing
- InfoCart enabling end users to store items for immediate or later retrieval and action
- My OPAC features greatly reducing end users calls and emails to library staff
- Strong security
- Minimal need for technical support during implementation or use
- "No hostages" approach to managing data – librarians can export Genie data freely at any time in varied formats including MARC and XML

"Librarians can't decrease the volume of information that needs to be managed, but good software can cut the time that they must spend managing it," noted Sue Feldman, IDC's Vice President for Content Technologies. "Genie's librarian's dashboard and other

automation tools enable information center staff to maximize the time that they spend using their professional expertise on behalf of end users, versus handling administrative tasks like serials check-in and labeling.”

“*Genie's* momentum in the ILS market continues to grow,” commented Graham Beastall, Managing Director of Inmagic partner Soutron, Ltd. in the United Kingdom. “Current and new Inmagic customers alike are drawn to the remarkable efficiency that it provides for resource-constrained library staff, along with *Genie's* roles-based permissioning and extensive configurability.”

Paul J. Puzanghera, Inmagic's President and CEO, explained that “*Genie* capitalizes on Inmagic's several decades of serving the special library community and helping organizations to actively manage their research assets. *Genie* has evolved in response to customer needs, e.g., bi-lingual French/English functionality, and expanded support of multi-branch libraries for companies with geographically-dispersed operations or growth via acquisitions. And because of its underlying data model, a *Genie* ILS can conform to each library's information, needs and workflow - staff and end users don't have to conform to *Genie*.”

Inmagic offers both licensed and hosted SaaS delivery models. *Genie* can be installed locally on an organization's own servers or hosted at Inmagic's datacenter.

To ensure its customers' success, Inmagic also provides comprehensive *Genie* implementation services through its Professional Services Group and select resellers and value added consulting organizations around the world.

For more information on *Genie*: <http://www.inmagic.com/products/ILS/Genie.html>

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. For more than twenty years, Inmagic has been a pioneer helping organizations tap the value of their information assets. Today thousands of organizations around the world use Inmagic software to actively manage a wide range of physical and virtual information assets. 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. For more information, visit www.inmagic.com or call toll-free 800.229.8398.

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