

Press Release

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From:

Datalogics® Incorporated

Re:

Schlafender Hase GmbH releases Text Verification Tool 1.3, built using Adobe PDF Library from Datalogics

Chicago, IL, October 8, 2004—Schlafender Hase GmbH, a Frankfurt-based marketing company focused on development of solutions to address problems in the pharmaceutical arena, today announced the latest release of its Text Verification Tool.

Text Verification Tool (TVT) 1.3 is a software application that was built to allow users to compare any of the collateral in a given marketing campaign against the ‘master’ document from which all the collateral was intended to originate. Specifically, TVT reads all text strings in the collateral document and compares them against text in the master document, highlighting inconsistencies and allowing the user to correct them. This tool helps users ensure that all collateral in a given campaign is consistent with branding and trademark guidelines. The extraction and comparison algorithms are sophisticated, allowing comparison of text regardless of orientation, font, layering, etc. Originally developed to assist in the development of consistent product leaflets in the pharmaceutical industry, this tool has broad appeal in other markets as well.

“We are very proud of this software,” says Willie Schnaubelt, Managing Director of Business Development at Schlafender Hase. “The user interface is intuitive and clearly structured; the user can start immediately to use the software. Its extensive support for an incredible number of languages makes it especially appealing to global companies who must generate documentation in multiple languages.”

“Schlafender Hase’s Text Verification Tool exemplifies the types of innovative solutions our customers are bringing to the market,” says Kevin McNeill, VP Marketing and Sales at Datalogics. “We see great potential for a tool such as this; it’s both exciting and rewarding for Datalogics to be part of the process.”

TVT supports RTF, Word and PDF formats; and the PDF support is provided by the Adobe PDF Library from Datalogics.

“Deciding to use the Adobe PDF Library API from Datalogics was an important choice for us,” adds Frank Hessler, Managing Director of Programming at Schlafender Hase. “The primary emphasis of TVT is to allow users to improve the quality of their collateral; so it was important that we build the tool upon a quality foundation, one that was the most robust and reliable. This is why we chose the Adobe technology; and in addition, the service and support we’ve received from Datalogics has been tremendous.”

The Text Verification Tool is available on Windows platform. For more details visit <http://tvt.schlafender-hase.de>.

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About Schlafender Hase

Schlafender Hase & Partner, a young, management-owned company, is a provider of innovative and user-friendly technologies for internet and intranet communication activities. Thanks to its background in classical communications in corporate contexts, the company has become a trusted partner for customers from various industries like automotive, consumer products, pharmaceuticals and chemicals. It specializes in providing solutions custom-tailored to customer-defined needs. Schlafender Hase & Partner also offer a wide-range of other communications services, including consulting, concept development, graphics, high-end presentations and individualized merger-related communications.

About Datalogics

Datalogics, an Adobe Ventures Company, and a leading provider of innovative publishing technologies and solutions, has dedicated over 30 years to delivering the highest quality software products and services, which meet the most demanding publishing needs. Datalogics provides Adobe PDF Library licensing and Consulting Services to customers in over 40 countries.

When building robust solutions for document processing and delivery, the Adobe PDF Library is the only choice for serious software developers. For more information, or to learn how Datalogics and the Adobe PDF Library can get your products to market faster, visit www.datalogics.com.