



Allied Vaughn’s “Moving Your Library to the 21st Century” Generates Tremendous Interest at MCA-I National Convention

Milwaukee, September, 2007 - Attendees of the Media Communications Association – International (MCA-I) National Convention filled the room and demonstrated so much interest in Allied Vaughn’s topic, “Moving Your Library to the 21st Century”, that the organization allowed the presentation to extend beyond its allotted time.

The presentation, an overview of benefits realized in the field by Allied Vaughn’s Digital Asset Management (D.A.M.) customers, highlighted the many advantages of incorporating the solution with existing Rich Media Libraries. “The tremendous interest at the MCA-I conference is consistent with the response we are receiving from a wide range of organizations and customers,” said Chris Barkoozis, Allied Vaughn’s Operations Manager for Digital Asset Management. “Our D.A.M. integrates a more dependable, long-term, archival capability than physical media; allows robust on-line search and retrieve functions for end-users; and migrates for delivery to both physical and downloadable formats.”

Allied Vaughn’s D.A.M. solution is currently implemented in a number of leading corporations, organizations, and educational institutions throughout the United States. Allied Vaughn is a leading supplier of physical and digital content management and distribution for the special interest/entertainment, faith-based, corporate, and educational markets. In addition to D.A.M., their products and services include Interactive Multimedia Design, DVD/CD duplication and replication, Media-On-Demand (on-demand physical media manufacturing), and Electronic Media Distribution and Physical Media Fulfillment. For more information about Allied Vaughn, please visit our website at www.alliedvaughn.com.



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