

**FOR IMMEDIATE RELEASE**

## **OBERON TECHNOLOGIES TO PRESENT AT CONTENT MANAGEMENT STRATEGIES/DITA NORTH AMERICA 2011**

*March 28, 2011, Ann Arbor, Michigan* – Oberon Technologies, provider of automated publishing and XML-based software solutions, is scheduled to present at the Content Management Strategies/DITA North America conference in Baltimore, Maryland. The conference will take place April 4<sup>th</sup> through April 6<sup>th</sup> and will feature many of the industry's foremost authorities on DITA and content management as well as the world's leading suppliers of content management and DITA-based products and services.

Oberon Technologies' presentation "Moving from Books to Topics: The Challenges and Benefits," will discuss the issues that organizations face when moving from a book-based authoring and publishing environment to a topic-based environment, as well as the business benefits gained from such a transition. Attendees will be able to apply the information they learn in this session to their own authoring and publishing environments to determine the business case and potential return on investment of moving to a topic-based authoring environment.

"While many organizations are already realizing benefits in productivity, quality and cost of publishing by using XML-based publishing solutions, we want to help them realize an even greater gain by leveraging topic-based authoring in DITA," said Tim Allen of Oberon Technologies. "Moving from a paradigm in which authors think about information as books rather than topics can be a major shift for some organizations. We want to help them make that transition as smooth as possible."

"Moving from Books to Topics: The Challenges and Benefits," presented by Tim Allen, co-founder of Oberon Technologies, is scheduled for 10:00am to 10:40am Monday, April 4<sup>th</sup>. Mr. Allen's experience in the automated publishing arena spans a career of over 25 years working with various organizations to automate the creation, storage, management, publishing and distribution of intelligent information to their consumers.

For more information about the Content Management Strategies/DITA North America 2011 Conference, visit their website at <http://www.cm-strategies.com/2011/index.htm>.

**About Oberon Technologies** — Oberon Technologies partners with leading XML-based software suppliers to provide complete, end-to-end publishing solutions. With over 100 accumulated years of experience designing, creating and implementing automated publishing solutions, Oberon Technologies' experience has helped hundreds of companies improve their publishing processes resulting in tens of thousands of dollars in savings, improved quality and increased revenue. For more information, visit [www.oberontech.com](http://www.oberontech.com).

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