

**ISBDA Spring Conference Second Day Breakfast Presentation
May 3, 7:30 AM**

Content Management Total Productivity Suite
Including the editable web browser and online database creator

The National Center for Supercomputing Applications (NCSA) at the University of Illinois at Urbana-Champaign (UIUC) proudly presents a revolutionary new software solution that enables average users to act as their own IT department. NCSA, home of the Mosaic web browser technology used in Microsoft's Internet Explorer and Netscape's Navigator, has once again created software tools that will change the way individuals and businesses work by fundamentally changing the way both novices and professionals approach the internet.

The NCSA Content Management Total Productivity Suite maximizes business efficiency by allowing individuals to easily create, update, organize, and modify content directly on a website. This suite of tools empowers the user to set up and maintain a web presence and manage its content - text, data, video, and more. The Content Management Total Productivity Suite takes the need for computer personnel out of the picture and grants small and medium sized businesses the capability and flexibility to handle by themselves what larger companies do with in-house technical people.

Alan Craig and Kalev Leetaru, the creators of the NCSA Content Management Total Productivity Suite, work within the visualization group at NCSA. One of their goals is to work to make computer applications easier to use. They are gifted at creating solutions to problems that intuitively answer the common questions of an average user.

The Office of Technology Management (OTM) at UIUC handles the licensing and commercialization of technologies developed through research on campus. This suite is one of many exciting technologies managed by John McEntire, an Assistant Director with the OTM. Any questions regarding the technology or the UIUC campus may be directed to him.

For more information, contact:

John McEntire, MBA	(217) 333-3715 <i>Direct</i>
Assistant Director - Copyright/Software	(217) 333-7862 <i>Main Office</i>
Office of Technology Management	(217) 265-5530 <i>Fax</i>
308 Ceramics Building, MC-243	jmcentir@uiuc.edu <i>E-mail</i>
105 South Goodwin Avenue	
Urbana, Illinois 61801-2901	http://www.otm.uiuc.edu <i>URL</i>