

CEDAR AND CONVERA UNITE

Submitted by: LIVEpr

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COMMERCIAL AGREEMENT SEES CEDAR AND CONVERA JOIN FORCES IN A PRO-ACTIVE VENTURE

Convera (formerly Excalibur Technologies), the leading European provider of cross-lingual, multi-media, search and content management solutions, has signed a new agreement with Cedar, the enterprise solutions company, to combine forces to both sell and joint market each others respective knowledge management product lines. Marking a major pro-active push, the new agreement will both strengthen the product portfolio of each company and increase the breadth of products and services each can offer. Highlights of the agreement include both companies being entitled to resell each other's products in the UK, Cedar receiving royalty on all Convera products sold into the UK Public Sector and additional joint marketing campaigns being driven by both sides.

Commenting on the new agreement Martin Bayton, Director for Strategic Alliances at Convera said: "This agreement involves a substantial commitment by both companies and should reap rewards for all involved. For Convera this is a promising opportunity and working with Cedar's extensive sales force has increased our own channels to market at least ten fold. Nobody is in disagreement that the technology industry, as a whole, is facing a few difficult quarters. However, we are confident that there is a valuable role for knowledge management and to ensure it will fill this potential we have to market and sell our products as effectively as possible. This agreement with Cedar will go further to help us achieve this."

Commenting further on the agreement, Matt O'Donnell, Group Business Development Manager from Cedar said: "This new agreement opens up large revenue opportunities for both our companies. Although Convera's functionality is embedded in our own software, selling Convera's products separately will enable us to fulfil more customer requirements. Our Content Value Management (CVM) solution is designed to enhance research and development within companies, maximising their competitive intelligence and helping them realise the value of their own knowledge base, and is therefore primarily suited to those companies looking to implement large scale knowledge management projects."

Over the next 12 months, Cedar and Convera will engage in joint marketing and sales campaigns initially focused on key vertical sectors – pharmaceutical and financial services – but branching out to wider markets later in the year. The agreement will primarily focus on Convera's successful RetrievalWare, an intelligent search and retrieval solution, and Cedar's CVM.

Cedar CVM

Raw enterprise data together with the World Wide Web and multiple news feeds present a frightening and overwhelming mountain of information. Managing information and transforming it into profitable knowledge is the most successful way of gaining a real competitive edge. Yet many conventional approaches to knowledge management systems are too inflexible, disruptive or costly to provide an effective solution. That's why Cedar has developed a completely new way to manage all your knowledge assets. Cedar CVM is a knowledge management offering that combines the ability to submit, search, retrieve, manage and display information from all of the above sources as well as your existing systems.

Convera RetrievalWare

Convera RetrievalWare is a high-performance, intelligent search system which allows broad flexibility and scalability for implementation across corporate intranets and extranets. It enables users to index and search a wide range of distributed information resources, including text files, HTML pages, documents, relational database tables, and groupware repositories. It's search engine supports over 200 proprietary document formats of both word processors and publishing systems. RetrievalWare's advanced search capabilities include Adaptive Pattern Recognition Processing (APRP) and 'Semantic Networks'.

APRP is employed to remove the complication from searches. By looking at the binary make up of a word, RetrievalWare can decipher if a word is mis-spelt and also what the true word should have been. Searches are made more effective by using a process of 'Semantic Networks'. This means the

system searches for conceptual links between words rather than searching for the words with a direct match.

About Cedar

Cedar is a software, services and management consulting organisation which is headquartered in the UK and has a 1500-strong team operating from 45 offices over eleven countries. Projects range from the delivery of individual business applications for local governments to global consulting on change management for some of the largest companies in the world. Cedar's unique business model delivers value by combining its own technology capabilities with those of our partners and with customers' existing solutions. Where appropriate, we will also manage operations. Cedar manufactures and delivers its own enterprise applications, the company also has relationships with a range of enterprise software component companies, ensuring continued delivery of the best solutions available in the market.

Cedar's new generation enterprise systems provide modern knowledge management, transactional, and content solutions offered through advice, implementation, core business applications and business services. Additional information about Cedar is available at www.cedar.com

About Convera

Convera, a new company formed when Excalibur Technologies combined with the Intel Interactive Media Services division, is a leading provider of content-management innovations that unlock the value of digital content. Convera advanced technologies, products, services and solutions enable content owners to realise the worth of their valuable cross-lingual, multi-media, digital content – text, images and video – over the Internet, intranets, set-top boxes, and wireless devices.

Convera serves more than 650 customers in 29 countries from its offices throughout Europe and the US. Convera customers and partners include BG Technology, British Telecom, QXL.com, Clifford Chance, Chadwyck Healy, DTI,

the British Labour Party, Discovery Communications, the National Basketball Association, the World Bank, Nortel Networks, Sun Microsystems, TV5, CANAL+ Belgique, Pro Sieben and Deutsche Post.

Convera's RetrievalWare allows broad flexibility and scalability for implementation across corporate intranets and extranets. Users are able to index and search a wide range of distributed information resources, including text files, HTML pages, documents, relational database tables, and groupware repositories.

Additional information about Convera is available at <http://www.convera.com> or email info@convera.co.uk or call 01344 887 623

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