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Contacts

Kelly Murray
kmurray@newforma.com
+1 978-597-3377

Daniel Emmerson
daniel@axomic.com
+44 (0) 870-850-0435

Newforma and Axomic Announce Partnership

Integrated solution enables architects, engineers and contractors to manage digital image libraries within a project context

London, England (U.K.) and Manchester, N.H. (USA)—19 May 2009—[Newforma®](#), a software company addressing the project information management (PIM) needs of the design and building industry, and [Axomic \(UK\) Ltd](#), a provider of image management solutions for architects, engineers and contractors (AEC), today announced a partnership to integrate their respective software solutions. As a Newforma Authorized Partner, Axomic will work with Newforma to make digital image management more efficient in the context of the AEC project information management environment created by [Newforma® Project Center](#) software. The two companies will demonstrate their products' integration in a free webinar, "[Every picture tells a story: managing digital images](#)," starting at noon Eastern Time on May 22.

Newforma Vice President of Industry Marketing and Product Management **Bob Batcheler** said customers of Newforma and Axomic distinguish between carefully framed marketing images used in new business generation and site photos used in the course of executing projects. "Our customers want to manage both types of images, each by the appropriate tool for the task, but in an integrated fashion," Batcheler said. "For example, a construction site photo might be duplicated in the marketing image library, but those two uses need to be kept separate. Project photos have to be part of the project record, and marketing images need to be available for ongoing new business activities. OpenAsset combined with Newforma Project Center provides the means to manage those two uses of a single image. Integration with Newforma Project Center makes it simple to use OpenAsset for digital image library management in a project context, whether that project is a new business proposal, an active design or under construction."

Axomic Business Development Director **Daniel Emmerson** explains, "By slashing the time spent searching for images, re-sizing, creating marketing documents, and cataloguing, OpenAsset streamlines image management workflow and boosts productivity for our customers.

Now, by integrating with Newforma Project Center, we're making OpenAsset even easier to use. For example, users can launch OpenAsset and review images for a project directly from Newforma Project Center, which is what they use to manage all their other forms of project information."

Newforma Chief Executive Officer **Ian Howell** said the relationship with Axomic is as much about a shared set of values as it is about complementarity of products. "Axomic and Newforma both specialize in software to manage AEC project information," Howell said. "We share the same industry focus as well as a commitment to providing value to our customers. The product integration we can now offer will help our customers solve the challenges of efficient digital image library management. It's one more way Newforma Project Center makes it easier for our customers to better serve existing clients and win new business."

Webinar details: "Every picture tells a story: managing digital images"

- 12 p.m. – 1 p.m. Eastern Time
- Friday, May 22
- To register, visit <https://www1.gotomeeting.com/register/436359425>
- No charge
- Attendees of the live webinar qualify for one learning unit of credit from the American Institute of Architects. Instructions for applying for credit will be given at the close of the webinar. (Please note: Unfortunately engineering professional development hours are not available at this time.)

About Axomic

Axomic is the leading provider of enterprise-wide image management solutions for the AEC sector. Its flagship product, OpenAsset, is used by project-based companies to manage libraries of images and other digital assets. The solution uses a standard web browser to search for images, collect them for output and convert them to the formats and resolutions needed for various applications. By streamlining the steps involved in cataloging and managing digital assets, OpenAsset frees marketing teams from administrative overhead, IT managers from librarian duties and architects and engineers from distractions that take them away from serving clients. Axomic may be reached in the United Kingdom at +44 (0)870-850-0435, in the United States at +1 888-871-1257, and online at www.axomic.com.

About Newforma

Newforma is a software company serving architecture, engineering, construction and owner/operator (AECO) organizations worldwide. Its mission is to develop and market software solutions which significantly improve the productivity of the building project team by streamlining work processes, reducing exposure from errors and omissions, improving coordination and communication, and enabling greater repeatability of project success. Newforma® Project Center, Newforma's flagship product, creates a more productive environment for project managers and the project team by organizing project information, facilitating information sharing, and enabling more effective project process. Newforma Project Center is currently implemented on over 150,000 projects in industry-leading AECO firms. For more information about Newforma, visit www.newforma.com or phone +1 603-625-6212.

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