

Data Conversion Laboratory (DCL) Completes Ebook Projects For Information Today And Plexus Publishing

Fresh Meadows, NY – May 10, 2011 - Data Conversion Laboratory (DCL)[™] recently completed eBook projects for **Information Today, Inc.**[©] and **Plexus Publishing, Inc.** **DCL** provides conversion services and software to publishers, information aggregators, industry, government, libraries and documentation developers. **DCL** was selected for its expertise in conversions to eBook formats such as EPUB and MOBI.

For **Information Today** and **Plexus**, the eBook conversion project was a new experience and was driven in part by the desire to release the eBook format of a *New York Times* bestseller - *Boardwalk Empire: The Birth, High Times, and Corruption of Atlantic City* - in time to coincide with a series it inspired that was produced for HBO by Martin Scorsese and Terence Winter.

John B. Bryans, Editor-in-Chief and Publisher at **Information Today** and **Plexus Publishing**, said: “This endeavor allowed us to create 20 key titles in various eBook formats. **DCL** made it possible for us to get into eBook publishing without increasing staff or asking our current team to take on additional responsibilities.” Bryans added, “Like other small and medium-sized publishers, we knew we needed to get into the eBook market, and we feel that this has been a real, credible step. **DCL** made it hassle-free and offered amazing support. We are excited about the future of electronic publishing and are glad that **Unlimited Priorities Corporation**[©] introduced us to **DCL**.”

Mark Gross, **DCL** President and CEO, commented: “We were happy to hear that **Plexus** and **Information Today** are seeing an uptick in sales as a result of their foray into eBooks. It was a pleasure working with these publishers, helping them to understand the process necessary to handle the complexities between publishing to a paper format versus an electronic format. ”

About Data Conversion Laboratory, Inc.

Founded in 1981, **Data Conversion Laboratory, Inc.** converts and organizes content to create electronic documents, populate databases and publish on the web, sustaining long-term strategic relationships with clients preparing for tomorrow’s technology. **DCL** operates with facilities on four continents, providing support services for high-volume data-entry and data processing using its real-time web-accessible process control software. **DCL**’s services help refine conversion strategy, identify document redundancy, extract metadata and transform legacy and future documents to meet our clients’ real needs – today and in the future. **DCL** converts from any format to any format, and has processed more than a billion pages.

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