



Biblionix Announces 50% Price Reduction for Apollo Automation Migration

Fees for Converting from Competition are Slashed in Half

Austin, Texas - January 9, 2007 - Biblionix today announced a 50% price reduction in migration fees for the Apollo Automation Service. Apollo is a hosted service, allowing small- and medium-sized public libraries to operate without an in-house server. The cut is effective immediately across all three pricing levels, from \$800, \$1500, and \$2500 to \$400, \$750, and \$1250. Already known as an exceptionally economical and effective solution, Apollo is now even more attractive. Customers who have already paid the full migration fee will be refunded the difference.

“What a breath of fresh air from an automation company,” said Dora Hightower, Director of the Dripping Springs Public Library in Dripping Springs, Texas. “I am so delighted to be able to use the saved funds elsewhere.”

Precipitating the reductions was the migration experience itself. Migrations to Apollo from major competitive automation products have taken place smoothly and easily. This resulted in much less time required of Biblionix. Plus, libraries enjoy the comfort of seeing Apollo fully operational with their own data before making the final transition.

“With so little time spent on migrations, we saved money. We felt that these savings should be passed on to our customers,” said Alexander “Xan” Charbonnet, founder of Biblionix. “The associated benefit for our libraries is that they also spend less time and achieve a pleasant and risk-free migration.”

On the other side of the coin, Biblionix makes it even easier for customers to migrate away from Apollo. With full recognition that the data belongs to the library and that it should not be held captive by the automation vendor, Biblionix created LDIF (Library Data Interchange Format). LDIF is a specification for a self-describing XML file that contains all library automation data. It is implemented in Apollo today. Biblionix is exploring options to make LDIF an approved industry standard, allowing libraries to quickly and easily switch automation systems any time they wish.

Apollo’s annual subscription fees remain economical. This predictable expense is the only recurring expense incurred by Biblionix’ small- and medium-sized public library customer base. Apollo, as a hosted service, eliminates server costs and maintenance uncertainties.