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Company Announcements Office  
ASX Limited

## **Derwent Howard Media signs with Virtual Communications International**

Ebook innovator and digital media company, Virtual Communications International (VCI), has signed a white-label e-publishing agreement with Sydney-based custom publishing group, Derwent Howard Media.

The agreement will see VCI products established as the core platform for Derwent Howard Media's online publishing initiatives.

Derwent Howard Media is an innovative publisher representing market-leading titles across a range of industries including gaming, entertainment, technology, film and craft.

In addition, Derwent Howard Media manages a range of custom publishing titles, retail catalogues and websites for clients including Sony, Flower Power, Institute of Chartered Accountants, Institute for Trade Skills Excellence and Big W.

VCI chief executive, Craig Sinclair, said the Derwent Howard Media relationship was a perfect fit as it allowed VCI technology to be invisibly embedded as a 'Powered by VCI' solution into the publisher's online initiatives.

"As one of Australia's fastest growing and innovative publishers, Derwent Howard Media is a fabulous partner as they have truly embraced the transition between online and traditional media and are seeking to create true interactivity between magazines and online publishing.

"The VCI technology provides a stable and dynamic platform to achieve this as it maintains the best features of traditional reading and the Internet by integrating the rich media and interactivity that online readers require," he said.

Derwent Howard Media managing director, Nick Cutler, said the ability to secure a dedicated reader online and engage them with online tools and functionality is one of the things publishers and advertisers dream about.

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"The combination of Derwent Howard Media product and VCI technology creates a new range of target media products that package high levels of information with realtime interactivity, streaming video and multiple rich media applications.

"Using VCI's e-book platform we can customise and perfectly target products and special offers directly to our readers.

"Our clients get a better product and our advertisers get perfect product positioning," he said.

Yours Sincerely



Jeff Bennett  
**Chairman**

## **About Derwent Howard**

Derwent Howard Media is a multimedia publisher of special interest and contract titles and has twice been included in the BRW Fast 100 list of Australia's fastest growing companies. [www.derwenthoward.com.au](http://www.derwenthoward.com.au)

## **About Virtual Communications International**

Virtual Communications International (VCI) is an online technology innovator that creates digital media solutions and applications. The company's core product is *vPublisher*, a revolutionary conversion tool that transforms standard pdf files into interactive, intelligent e-book applications. [www.virtualcommunications.com.au](http://www.virtualcommunications.com.au)

VCI is a wholly-owned subsidiary of Entellect Solutions limited (ASX code: ESN)

## **About Entellect Solutions Limited**

Entellect Solutions Limited (ASX code: ESN) is a leading provider of online educational business solutions. Its eMinerva Student Management System is used by a wide range of public and private educational organisations in Australia and internationally.

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