



NEWS RELEASE

Argosy Publishing Cuts Development Time and Costs by Over 50% with New Athiva Enterprise Software Development Platform

Provider of Interactive Content for the Publishing Industry Leverages New Platform from Aeturnum, Inc.

Westford, MA, July 14, 2008 - Aeturnum, Inc. (www.aeturnum.com) an emerging provider of IT consulting and software product development services, today announced that Argosy Publishing (www.argosypublishing.com), a Massachusetts-based provider of interactive content for the publishing industry, has used its Athiva software development platform to cut its internal software development time and costs by over 50%. Argosy used Athiva to develop the first phase of its product, 'Visible Body,' a 100% web-based resource for sophisticated, 3-D drawings of the human anatomy.

The announcement coincides with the public launch of Athiva by Aeturnum today (For further information on Aeturnum's Athiva™ launch, please click [here](#)).

"Using Athiva, we were able to offer a plethora of features in version 1.0 of our product within a period of just two months," said Andrew Bowditch, CEO of Argosy. "Without Athiva, it would have taken us at least seven months to complete that same development work. The platform is very comprehensive, easy to use and highly compatible with our technology environment."

Visible Body (www.visiblebody.com) provides comprehensive technical and anatomical drawings to leading textbook publishers in North America. The company wanted to leverage its highly sophisticated 3-D modeling experience via web-based delivery. Argosy had extensive expertise in biomedical visualization and its 3-D models of the human anatomy provide an unparalleled understanding of various layers and sections of the body with the use of Adobe Flash and Anark based technology. Its goal was to make these applications available via the web and to generate interest for them among the largest possible audience. Athiva enabled the company to develop an enterprise-level web-based solution in less than four months to meet its product launch goals.

Athiva is an enterprise level development platform that leverages ready-to-use and highly customizable business application services commonly used in enterprise software products. The platform provides a flexible architecture that incorporates best practices in application development and combines common services and business logic that are specific to a product, enterprise application or IT organization. Using a layered approach, the platform reduces redundancy by maximizing the re-use of these common services through a host of different modules that are easily customized to support the unique needs of different businesses and users.

“Argosy Publishing is a great example of how Athiva can shorten the development lifecycle of almost any enterprise application or product,” said Ashish Usman, Chief Operations Officer at Aeturnum, Inc. “For both software companies and resource-constrained internal IT groups, Athiva can provide unprecedented support to ongoing development initiatives.”

About Aeturnum

Aeturnum, founded in 2001, is a leading provider of enterprise application development services and solutions with offices in Westford, MA and an R & D center in Colombo, Sri Lanka. The company provides IT consulting, solutions and services, including systems integration, information systems outsourcing, software application development, maintenance and R & D services to major Fortune 500 and funded technology startup companies. More information is available at www.aeturnum.com.

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