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## **I-Cubed Launches Rights Management Practice *Solutions for Rights Management Initiatives***

Raleigh, NC May 28, 2008 – Integrated Industrial Information, Inc. (I-Cubed), the Engineering Business Integration (EBI) company, announced today the formation of its Rights Management Practice (RMP). Since 1984, I-Cubed has developed solutions that maximize the tremendous potential of engineering assets across the enterprise and is now extending EBI into digital rights management.

“The globalization of product development brings with it the need for updated and enhanced security measures to protect intellectual property,” says I-Cubed Vice President of Technology and Services, Mark Winnie. “Our goal is to provide a portfolio of solutions to assist corporations with their rights management initiatives.”

I-Cubed standardized their offerings around Adobe LiveCycle<sup>®</sup> Enterprise Suite. Adobe’s robust and flexible integration architecture in conjunction with LiveCycle’s infrastructure and capacity to support native CAD applications makes LiveCycle ES the natural fit for rights management integrations with Product Lifecycle Management (PLM) and Enterprise Content Management (ECM) systems.

The initial offerings from I-Cubed’s RMP include consultation services and software for rights management planning and implementation. In addition, software development services are available for Adobe LiveCycle ES application extensions and PLM/ECM connectors to PTC’s industry-leading Windchill<sup>®</sup> content and process management solution.

Adobe Systems has selected I-Cubed as the preferred provider for LiveCycle Rights Management Extensions. “I-Cubed has proven competency in CAD, PLM, and Rights Management integration. They have earned our trust by extending the value of LiveCycle ES with software development and consulting services,” said Kumar Vora, vice president of product management and strategy of the Business Productivity Business Unit at Adobe.

I-Cubed is currently looking for early adopters to join their beta program. For more information visit [www.i-cubed.com/rmp.html](http://www.i-cubed.com/rmp.html) or contact Mark Winnie at [mark.winnie@i-cubed.com](mailto:mark.winnie@i-cubed.com).

Visit Mark Winnie at the PTC/User World Event 2008 in the Adobe booth and attend his presentation “Digital Rights Management – The CAD – PLM Perspective”.

### **About I-Cubed**

Since 1984, Integrated Industrial Information, Inc. (I-Cubed), has been developing solutions that maximize the tremendous potential of engineering assets across the enterprise. In 2005, Adobe acquired Navisware and rights management technology from I-Cubed. I-Cubed is a PTC Platinum Partner, Adobe Enterprise Development Partner, and Adobe Solution Provider. For more information, please visit [www.i-cubed.com](http://www.i-cubed.com).

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