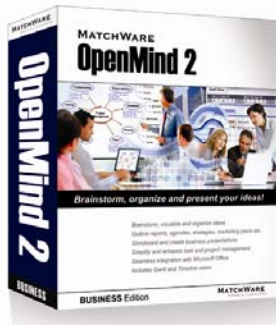


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**MATCHWARE**  
Software for Creative Minds

## Press Release **FOR IMMEDIATE RELEASE**



### **MatchWare Announces the Release of MatchWare OpenMind 2 Business Edition: A Powerful New Tool that Helps Turn Ideas into Action!**

**OpenMind 2 Business Edition is the ultimate brainstorming and project management software.**

**Tampa, Florida – November 13, 2006** – MatchWare, Inc., a leading provider of user-friendly multimedia applications, recently launched MatchWare OpenMind 2 Business Edition. The new OpenMind 2 Business Edition quickly and easily captures, organizes, develops and presents information and ideas. It boosts productivity and helps project managers ensure that their teams deliver projects on time.

#### **Harness the power of Mind Mapping®**

OpenMind 2 software is based on the concept of Mind Mapping (or visual mapping), a process designed to mirror the brain's natural thinking process. The technique has been proven to promote creativity and critical thinking, and to simplify decision-making and problem solving. OpenMind 2 Business Edition's intuitive visual interface helps professionals take full advantage of this method.

The export capabilities of OpenMind 2 Business Edition let you capture the full potential of your Mind Map. A simple click of your mouse enables you to generate fully-formatted Word documents, professional-looking PowerPoint presentations, dynamic HTML websites and interactive timelines.

According to Product Manager, Brandon Conrad, *“OpenMind 2 Business Edition simplifies and improves project planning in a way that enables all team members and clients to easily understand every step. The seamlessly integrated Gantt view completes the link between Mind Mapping and project management.”*

#### **Limitless applications to save time and money**

OpenMind 2 Business Edition simplifies every step of project planning and helps businesses reach their goals faster by facilitating collaboration, communication and coordination. Stephen Orr, Director of ATI Software's User Experience Group, adds that, *“OpenMind 2.0 Business Edition allows us to brainstorm, work out a preliminary estimate, assign resources and generate a draft schedule – all in a single meeting.”*

Among the many applications of this powerful software are: brainstorming, problem solving, scheduling, process and project management, time management, task management, agenda setting, planning events, training, and creating effective presentations of all kinds.



## New features of the Business Edition include:

### **Task Information**

OpenMind 2 Business Edition allows users to create simple task lists by adding information such as start and end dates, required resources, priorities, and completion level to any branch of their Mind Maps.

### **Microsoft Outlook Import/Export and Synchronization**

OpenMind Business Edition lets users import task lists from Microsoft® Outlook, export OpenMind task lists to Outlook, or synchronize task lists stored in both Outlook and OpenMind.

### **Built-in Gantt View**

The OpenMind 2 Gantt view, exclusive to the Business Edition, is a specialized view dedicated to the creation, editing and management of project plans according to the rules of project management. The dual view consists of an outline on the left, representing the project as a hierarchical list of tasks, and a Gantt chart on the right, with the tasks displayed as horizontal bars against a calendar background.

### **Microsoft Project Import/Export**

OpenMind 2 Business Edition lets users export project plans to Microsoft® Project, using either Microsoft Project's *.mpp* format or XML format. This is useful when, after having built and fine-tuned a project plan in the OpenMind Gantt view, the user wants to take advantage of Microsoft Project's advanced project management capabilities. Conversely, the Microsoft Project import lets the user expand his project plans using the brainstorming capabilities and features of OpenMind.

### **XML Import/Export**

OpenMind Business Edition allows users to import XML files of various formats, including Microsoft® Project XML and MindManager® XML. This feature is particularly useful for users who do not have the relevant software application installed on their computer.

### **Password protection**

OpenMind Business Edition prevents unauthorized access to documents by encrypting them and protecting them with a secure password.

### **Professional Multimedia Catalog**

The Multimedia Catalog contains a new Map Styles category that allows users to change the look of their Mind Map instantly by simply dragging and dropping a style onto the workspace.

### **Business Templates**

OpenMind 2 Business Edition includes a number of new customizable business templates, as well as various ready-made project plans for common activities such as organizing a tradeshow, producing publications, planning product launches, etc. Creative ideas and helpful suggestions are provided by on-screen notes and pop-ups.

### **Easy sharing with FREE OpenMind 2 Business Viewer**

OpenMind 2 Viewer is free software that enables anyone to view OpenMind maps without having to purchase OpenMind 2.

### **System Requirements and Availability**

OpenMind 2 Business Edition requires Windows 2000, XP or higher; 400 MHz or higher; 128 MB RAM, 150 MB disk space, and Internet Explorer 5.5 or higher.

A demo version of OpenMind 2 Business Edition is available for download at [www.matchware.com](http://www.matchware.com)

A Single User License for OpenMind 2 Business Edition costs just \$349.00.

*Founded in 1992, MatchWare is a leader in easy-to-use Mind Mapping and multimedia authoring tools for enhancing individuals' ability to create, visualize, manage and distribute information. The company's award-winning software packages, Mediator, OpenMind, and ScreenCorder, offer highly intuitive user interfaces and powerful features at affordable prices. Headquartered in Denmark, MatchWare has subsidiaries in the UK, the USA and Germany.*

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