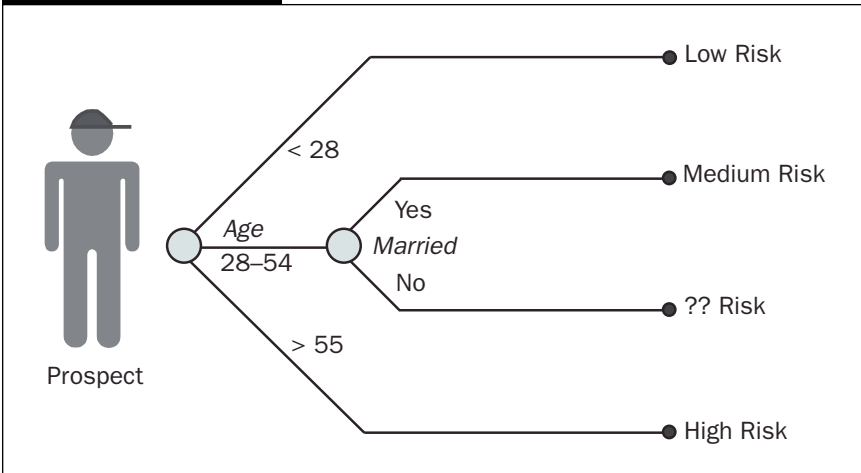


EXHIBIT 1.3

example, an engineering white paper on calibrating a computer monitor might state:

The display's gamma should be adjusted to match the Pantone 145....

However, a customer support representative who has to walk customers through the calibration process is more likely to understand—and be able to communicate to the customer—something like this:

The display's color display curve (see photo) should be adjusted so that the color displayed on the monitor is as close to the supplied color patch as possible...

This packaging, or formatting, of information in a form most intelligible for its intended consumer can be performed semiautomatically with software tools such as synonym generators, or manually through an editorial review process. Finally, for the information to be useful, it has to be communicated to the intended recipient. Having a wealth of process and factual data in a sophisticated but dormant information system is like having a massive book library and not using it.