1 Olive's Content Uniformity Concept

In today's world, there is an ever growing demand for quick and easy access to all types of information generally archived by a variety of methods like paper, microfiche, HTML, PDF, etc

Some emerging content management and search engine technologies have been developed to bring order and structure to this information chaos. The challenge of these recent technologies is that information is still managed as a huge, hard to utilize collection of different ~~property~~ formats and objects, some of which are incompatible and dependant upon proprietary databases and software architectures.

In order to really utilize content and turn it into valuable knowledge assets we must have a technology framework that streamlines the content into a single uniform, non-proprietary manageable format. It must be based on an open architecture that enables future-proof preservation and knowledge collaboration.

Olive has developed breakthrough technology that provides automatic transformation of most documents and content into a single, unified XML format. Thus, an organization's content is combined into a unified repository that establishes the essential infrastructure for such an enterprise knowledge base. This enables easy access, secured and configured document viewing, content portability, as well as future-proof knowledge preservation.

2 PrXML – Preservation Markup Language

2.1 The Long-Term Content Preservation Problem

The traditional problem that has plagued content preservation technologies is the dependency of content on the technologies from which they were created and more specifically the "proprietary binary document formats". ~~Olive's~~ ability to access and read archived digital content in the future mainly depends on the software vendor's willingness and ability to constantly maintain backward compatibility of such documents associated reading applications.

Many software developers frequently introduce new proprietary document formats, (such as MS Word, PDF, and Oracle), mainly to increase the customer-vendor technology dependency. Problems arise ~~for~~ a variety of reasons such as when support is discontinued with versions of proprietary applications, or when organizations decide to stop using certain software. This usually results in lack of compatibility between older, archived digital documents and therefore provides no access to the information with current software. For example, it is virtually impossible for today's word processors to open files created only 15 years ago.

Another aspect of the long-term digital preservation challenge is not only the binary files, but also the digital archive applications themselves. Most of the existing document management and archiving systems are based on a