



Avoka Announces SmartForm Composer for Adobe LiveCycle ES

Enables more people to rapidly create high quality PDF SmartForms

Cupertino, CA. — September 23, 2009 — Avoka Technologies today announced Avoka SmartForm Composer™ for Adobe LiveCycle® ES. SmartForm Composer is a powerful and easy to use solution to create LiveCycle PDF SmartForms. SmartForm Composer puts the power of an expert SmartForm developer into the hands of business analysts, forms designers and others, making it possible for more people to rapidly create high quality LiveCycle PDF SmartForms.

SmartForms are highly interactive and intelligent electronic forms that make it easy for users to successfully engage with on-line business applications such as an employment application, mortgage application, purchase order, and applications for social services such as child support and Medicare. Adobe LiveCycle ES helps organizations redesign document-intensive business processes to deliver rich and engaging applications that reduce paperwork, accelerate decision-making, and help ensure regulatory compliance.

“Productivity gains were a major driver for the development of the product,” said Howard Treisman, CTO of Avoka. “Composer’s Smart Templates encapsulate all the intelligence, business logic such as calculations, validation, hide/show logic and even layout styles required to quickly create an electronic PDF SmartForm. Smart Templates allow form developers to focus on the business needs rather than technical details.”

“The bottom line is that SmartForm Composer accelerates form creation, reduces project costs and risks, while ensuring compliance with organizational standards,” said Philip Copeland, Managing Director of Avoka Technologies. “Our goal with Composer was to reduce the time taken to implement a typical SmartForm from 4-5 days down to a few hours. SmartForm Composer is the product of hundreds of person-years of experience successfully designing, developing and deploying PDF SmartForms for our clients.”

Avoka’s SmartForm Composer will be demonstrated at the Adobe MAX User Conference October 4–7, Los Angeles, CA; booth number 434. The SmartForm Composer Beta begins in November and General Availability is Q1 2010. Anyone

from the Adobe LiveCycle community can go to the Avoka SmartForm Composer resource page (www.avoka.com/composer) to learn more about the product or sign up for our beta program.

SmartForm Composer is Avoka's second product specifically designed for Adobe LiveCycle ES. Avoka FormCenter is a Web self service solution to engage customers, partners & employees using electronic forms to initiate and participate in business processes. FormCenter delivers increased customer satisfaction, reduced operational costs and improved operations efficiency. Many Governments are using FormCenter to provide "shared service" cloud computing SmartForm capabilities to reduce red tape and improve online access to Government services.

About Avoka

Avoka Technologies specializes in developing customer engagement and web self-service solutions based on the Adobe LiveCycle ES and Adobe Flex platforms. Avoka's solutions improve customer service, reduce costs, and increase sales by improving and simplifying the user experience. They streamline complex, multi-step processes making it easy for users to find information and complete transactions online, without having to wait for an email response or a returned telephone call.

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