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The Computerworld
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Woodbury and Associates Honored by the Smithsonian Institution

Studio scraps film, saves environment and serves customers

Washington, D.C. (February 19, 1998)---Woodbury and Associates's Digital Imaging Center will become part of the Smithsonian Institution's Permanent Research Collection on Information Technology Innovation at the National Museum of American History on Monday morning, April 6th at 9:30 a.m. on the National Mall, when the 1998 Information Technology Innovation Collection is formally presented to the Institution.

"Woodbury and Associates is using information technology to make great strides toward remarkable social achievement in arts and entertainment," said Dr. David Allison, Chairman of the National Museum of American History's Division of Information Technology and Society.

Nominated by Mr. John Warnock, Chairman of the Board and CEO of Adobe Systems, Inc., Woodbury and Associates's work is part of a collection that includes over 442 of the year's most innovative applications of technology from 40 states and 19 countries.

At the Florida Woodbury and Associates, end-to-end digital photography allows new product images to be available simultaneously worldwide, reducing time-to market for major international product launches.

Each year, the Computerworld Smithsonian Chairmen's Committee nominates individuals who use information technology to improve society for inclusion in the Smithsonian's National IT Innovation Collection. Founded in 1989, the Computerworld Smithsonian Program searches for and recognizes individuals who have demonstrated vision and leadership as they strive to use information technology in innovative ways across ten categories: Business and Related Services; Education and Academia; Environment, Energy and Agriculture; Finance, Insurance and Real Estate; Government and Non-Profit Organizations; Manufacturing; Media, Arts and Entertainment; Medicine; Science; and Transportation.

Founded in 1846, the Smithsonian Institution is dedicated to the increase and diffusion of knowledge. According to Dan Morrow, Executive Director of the Computerworld Smithsonian Awards Program, "the materials submitted on behalf of Woodbury and Associates will enrich the Smithsonian's growing permanent collection on the Information Age, and help the Institution build an accurate historic record of the truly outstanding achievements being made in these remarkable times."

Case Studies from the 1998 Collection will be made available to the public June 8th, on the Innovation Network web site: at <http://innovate.si.edu>, where the entire ten year collection is available to citizens, scholars and researchers worldwide. The Innovation Network web site also offers visitors an opportunity to record their impressions of the information technology revolution in the national record.

