

FOR IMMEDIATE RELEASE

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Innovit Joins Australian Technology Park at CeBIT 2007. May 1-3 Sydney Convention Centre.

Innovit Australia has joined forces with the Australian Technology Park (ATP) as an exhibitor at CeBIT 2007. CeBIT is Australasia's leading Information & Communications Technology (ICT) event for business IT users. It covers the entire spectrum of solutions that make up the ICT products and services marketplace.

Innovit, a leading provider of Product Data Management (PDM) and Master Data Management (MDM) systems, specialises in providing software solutions that manage 'product master data' for retailers, distributors, and manufacturing suppliers. Their customers include market leaders like **Wesfarmers, Repco, Valvoline, Berri Fruit Juices, National Foods and Stryker.**

At this year's exhibition, Innovit will be promoting their latest iICE[®] Product Data Management solutions. iICE software systems help organisations automate processes that range from data validation, data synchronisation, new product development, catalogue management, through to advanced Product Information Management (PIM).

Visit Innovit within the Australia Technology Park pavilion (Stand O60 – Managed Services).

To arrange a meeting with our representatives at CeBIT, call 02 8282-5560.

For more information about Innovit, visit www.innovit.com.au.

Bringing Integrity to Master Data™

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