

## Profile of Boab interactive

Boab interactive specialises in providing information management solutions, combined with award-winning designs, and has done so for many of Australia's leading environmental management agencies and commercial clients for over a decade. The flagship Boab Content Management System (CMS) product range enables enterprises to create value-added information products by organising vast amounts of knowledge and content, and by simplifying their management, access and effective reuse. Boab interactive is a firm believer in standards and our CMS is built from the ground up supporting core W3C design and accessibility standards.

The success of the company is based on its international mix of highly talented and motivated people who have created Boab CMS in response to a demand for a truly user-friendly, well-designed content management system.

Boab joined the W3C to better support standards in our products and to advance our work in the Semantic Web. By semantically enabling our products and heavily investing in Semantic Web research and development, Boab interactive is placing itself at the forefront of global IT developments. Moreover, Boab is partnering with leading semantic web organizations and natural resource management agencies such as the Great Barrier Reef Marine Park Authority (Climate Change). This collaboration will result in the development of cooperative information systems – systems that make sense of distributed data; built with an open software architecture; running on the global infrastructure of the web.

In our first week as a W3C member we have already seen an immediate benefit. We were able to meet with the staff from the Australian W3C office and attend a W3C event where we met directly with other researchers and developers working with Semantic Web technologies. In addition to gaining invaluable contacts, there are potential areas of collaboration that look to be highly beneficial.