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## Nordic River Wins Basex Excellence Award for Information Overload Innovation

*Nordic River selected for TextFlow's ability to reduce information overload through a collaborative authoring environment*

(Umea, Sweden – August 13, 2009) – [Nordic River](#), a leading innovator in productivity and collaborative tools, announces that [Basex](#), the world's foremost knowledge economy research and advisory firm, selected Nordic River as the recipient of a Basex Excellence Award. Nordic River was selected for [TextFlow](#), an online word processor that enables smooth work with multiple, conflicting versions of documents. The "Baseys" were presented during the [Information Overload Awareness Day](#) Inaugural Event on August 12, 2009.

Basex Excellence Awards recognize leaders in the information technology (IT) world who have made noteworthy contributions to the industry through outstanding products and service offerings. This year's Baseys recognized companies that focus on the problem of information overload. Other recipients of the 2009 awards included ClearContext, Microsoft, Xerox and Xobni. Executives from each company participated in the event's Visionary Vendor panel before receiving the awards.

"Collaboration on documents is a given in knowledge work, yet the way we currently work has countless built-in inefficiencies," said Jonathan B. Spira, CEO and Chief Analyst, Basex. "We selected TextFlow because it provides a simple yet elegant solution that simplifies the authoring process, a necessary first step that can lead to significant gains in productivity."

"We are honored to be recognized by Basex as an industry-leading product tackling the issue of information overload," said Tomer Shalit, CEO, Nordic River. "We believe our selection for the award is recognition as a leader and innovator with our TextFlow online word processor, and further validates our focus on support for with the way people really work on documents - parallel, iterative and less than perfectly structured."

Based on the patent-pending WeaveSync technology - an indexing, matching and synchronization tool for documents - TextFlow enables timeless and version-less handling of documents, allowing writers to work completely independent of one another, either online or offline, in a system of their choice, and when they want to contribute. An overview of all texts in TextFlow's well-researched user interface makes it easy to combine different authors' revisions as they are completed. What is more, Textflow makes it possible for more than one person to work on the same document at once, without making joint revision a complicated and time-consuming process. Using TextFlow, corporations, organizations and individuals will transition from a sequential and individual work pattern to a parallel and collaborative one.

For more information about TextFlow, visit [www.textflow.com](http://www.textflow.com). For more information about the Information Overload Awareness Day Inaugural Event, visit [www.InformationOverloadDay.com](http://www.InformationOverloadDay.com).

### **About Basex**

Basex is the world's foremost knowledge economy research and advisory firm. Founded in 1983 and headquartered in New York City, Basex provides senior business executives from organizations across the globe with strategic advice, business and technology guidance, best practices, and insight about knowledge worker management and productivity. For more information, visit [www.basex.com](http://www.basex.com).

### **About Nordic River**

Nordic River is a leading innovator in productivity and collaborative writing tools. Founded in 2006, Nordic River developed TextFlow, an online word processor that enables smooth work with multiple, conflicting versions of documents. Based on TextFlow's patented WeaveSync technology, which indexes, matches and synchronizes text documents, TextFlow simplifies version handling, as well as merging and tracking suggestions from many writers at once. For more information call 317-806-1900 x120 or visit [www.textflow.com](http://www.textflow.com).

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