

SOFTQUAD INC. (continued)

* SoftQuad people serve on both the ISO committees and, informally, on the technical committees of a variety of manufacturers' associations which have decided to adopt the ISO 8879 standards as their base standards.

* SoftQuad works mainly with systems integrators, computer and publishing consultants. Oxford University Press, the U.S. Navy, Librairie Hachette and the Swedish Telub Forum, a documentation company, are among their customers. The European Community, the U.S. federal government, Her Majesty's Stationery Office in the U.K. and the European Patent Office have adopted ISO 8879 as their standard for publishing.

* Testing and certification procedures are being established under the direction of the Graphics Communications Association in the U.S. Mr. Rubinsky serves as director of the association and several Canadian firms have made major contributions to the development of the Standard Generalized Markup Language test suite.

Mr. Rubinsky expects an increasing rate of growth for ISO 8879 products over the next three to four years. He expects Europe 1992 to facilitate their expansion into Europe.

* "What we are finding is that our European distributors are positioning themselves to do more and more work throughout Europe as a whole. So, we may have to spend more time making sure that they work well together," says Mr. Rubinsky.