



# NEWS

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## **IHMC JOINS WITH CERYPH TO COMMERCIALIZE POPULAR CONCEPT MAPPING SOFTWARE**

PENSACOLA, February 5th, 2007 – The Florida Institute for Human and Machine Cognition (IHMC) today announced that it has entered into an exclusive agreement with Pensacola-based Ceryph, Inc. to customize, market, and sell commercial versions of the popular CmapTools software, a sophisticated computer application that facilitates the concept-mapping process pioneered in the 1970s. The new software product will be marketed under the name *Insight*.

“For over five years, we have made CmapTools software freely available to individual users and educational institutions, said Dr. Ken Ford, IHMC’s CEO, “Based on the hundreds of thousands of downloads of the software from our website to date, we are confident that many individuals and organizations will find the new commercial version to be a very important tool for knowledge modeling, preservation, and sharing.”

Developed by IHMC in partnership with the University of West Florida, the CmapTools software empowers users to construct, navigate, share, and represent their knowledge as illustrated in the form of concept maps.

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Pioneered in 1970s by Dr. Joseph Novak, professor emeritus at Cornell University and senior research scientist at IHMC, concept maps strategically link and chart concepts and words in an organized manner to effectively represent and communicate a domain of knowledge. These concept maps have been shown to be extraordinary tools for organizing thinking, summarizing subjects of study, anticipating outcomes, and facilitating meaningful learning.

Expanding upon Novak's early concept mapping work, Associate IHMC director, Dr. Alberto Cañas led a project to develop an intuitive computer software package that automates the concept-map process, enables distant users to collaborate on concept maps, and integrates Internet-based information as relevant. Research for the project was funded largely by NASA and the Department of Defense. Currently available for not-for-profit use, the software has thousands of users worldwide. While moving into the commercial market, a version of the CmapTools will continue to be available at no charge to educational institutions and individual users for non-for-profit use.

"Development of CmapTools is a testament to the successful partnership between UWF and IHMC," said Dr. Hal White, UWF executive vice president. "We are proud to see this groundbreaking research that began at our University now available on the market."

Ceryph, Inc. was founded by Pensacola businessman Bryan Clark, CEO of Silver Bullet Technology, a leading provider of check processing software. "Due to its ability to uniquely represent knowledge and organize thinking, we see unprecedented potential for CmapTools in both private and public sector institutions," Clark said. "We're excited about the opportunity to partner with UWF and IHMC and make this software available to the business community."

#### **About IHMC**

Incorporated in 2004, IHMC is a not-for-profit research institute of the Florida University System and is affiliated with several Florida universities to include the University of West Florida. Researchers at IHMC pioneer technologies aimed at leveraging and extending human capabilities. Its staff includes computer scientists, cognitive psychologists, neuroscientists, physicians, philosophers, engineers and social scientists of various stripes, as well as some people who resist all attempts to classify them. For more information on IHMC or the CmapTools software, please visit [www.ihmc.us](http://www.ihmc.us)

#### **About Ceryph**

Pensacola, FL-based Ceryph, Inc., provides software products and training courses to help large organizations capture and reuse their high-value information, and communicate that information effectively. For more information, visit [www.ceryph.com](http://www.ceryph.com).

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