

## **For Immediate Release**

### **OVO Innovation Blog Selected as Part of Corante's New Innovation Hub**

**April 26, 2006, Raleigh, NC** – OVO, a leading developer of processes and application software for innovation, announced today its innovation blog, "Innovate on Purpose," written by vice president Jeffrey Phillips, has been selected as part of the new Corante Innovation Hub. The Corante Innovation Hub (<http://innovation.corante.com>) aims to keep busy professionals up to speed and ahead of the curve on topics related to innovation.

The innovation hub showcases the writing and thinking of insightful commentators on innovation and creativity and is edited by two highly respected innovation observers, Renee Hopkins Callahan and Paul Williams. Other contributors include Joyce Wycoff, Chuck Frey, Guy Kawasaki, Walter Baets, Rod Boothby, Don Dodge, Brent Edwards, Paul Gladen, Gordon Graham, Steve Hardy, Egils Milbergs, Michael Osofsky, Alex Soojung-Kim Pang and Boris Pluskowski.

"We've hand-picked a great group of innovative thinkers who are writing about all aspects of innovation. Jeffrey's writing and the ideas contained in his Innovate on Purpose blog stood out, and we definitely wanted him to be a part of this" said Renee Hopkins Callahan, editor of the Corante Innovation Hub.

"I am thrilled to have our blog showcased among such highly respected thinkers in the industry," said Phillips. "My hope is that Corante's new hub will help encourage innovation and spark some new and interesting conversations about innovation and its place in business, academia and government."

#### **About OVO**

OVO, the innovation business unit of NetCentrics, offers software, consulting services and processes to improve idea management and innovation throughout any enterprise. These solutions improve idea flow, reduce the cycle time from idea to new product or service, build a sustainable, repeatable innovation process and maximize return on investment. OVO also introduced the Innovate on Purpose™ concept and the Concept to Cash™ innovation process. For more information, see [www.ovoinnovation.com](http://www.ovoinnovation.com) or call 919-844-5644 x789

#### **About Corante**

The world's first blog media company, Corante is a trusted, unbiased source on technology, science and business that's authored by highly respected thinkers, commentators and journalists; read by many of the sector's top entrepreneurs, executives, funders and followers; and is helping to lead the emergence of blogging as an influential and important form of reportage, analysis and commentary. For more information, see <http://innovation.corante.com>.

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