

## Researchers, Analysts and Business Consultants Use Red Rock DeltaGraph 5 to Study the Science, and Present the Art, of Facts and Figures

**SALT LAKE CITY, Utah, (June 18, 2003)** - Scientists, researchers and business consultants are relying on Red Rock Software's DeltaGraph 5 to examine complex sets of data and easily communicate results to their audiences. As a complement to spreadsheet and analysis programs such as Microsoft® Excel, and AppleWorks®, or as a standalone product, Red Rock DeltaGraph 5 users are finding that the advanced charts, graphs and formulas within the software offer an easy solution for collecting, analyzing and presenting their findings in a visually compelling and memorable manner.

Mark S. Cohen PhD., a researcher with the University of California, Los Angeles (UCLA) Brain Mapping Center, uses Red Rock DeltaGraph 5 for scientific plotting in grant and manuscript preparation. "Our work is on understanding the structural and functional relationships within the human brain, through the use of neuroimaging methods," said Cohen, "I prepare seemingly endless numbers of charts and figures from multiple data sets. The ability of [DeltaGraph] to store plot types is particularly nice, making it possible to create a series of fairly complicated charts from many data sets."

Additionally, Cohen feels that Red Rock DeltaGraph 5 has increased his ability to scrutinize information. "I find that the range of chart types has led me to find new ways to visualize and understand my data", said Cohen "DeltaGraph is quick, simple, professional and flexible in ways that no other tool I have seen is."

Eric O. Gold, an Oncology Analyst/Programmer with the Alta Bates Summit Medical Center located in the San Francisco Bay Area is using Red Rock DeltaGraph 5 to produce hundreds of healthcare-related educational and scientific presentations and publications. "No other scientific or business graphic tool has as many capabilities as DeltaGraph," said Gold "The ability to turn highly customized graphs into re-loadable templates makes [DeltaGraph] an incredible time-saver when working with multiple sets of similar data. In short, it's flexible, easy and fast to use, and produces highly professional results."

As a business management consultant and a principal of HJA Consulting, Kerry LaLiberte, uses Red Rock DeltaGraph 5 to publish annual results from a benchmarking performance study of the hydroelectric utility industry. "Every year we create a report that is about 600 pages long and full of charts, graphs and tables for our customers," said LaLiberte. "Using DeltaGraph's charting tools and layout templates, we can generate creative, insightful displays and reusable layouts that help our clients make informed decisions about their businesses. This would not be possible without the leverage provided by Deltagraph's layout and chart library features which minimize the effort required to publish this major study."

### **Pricing and Availability**

Red Rock DeltaGraph 5 is currently available for both Mac and Windows operating systems for an estimated street price of US\$299 for a single license. Qualified users of DeltaGraph versions 1.0 to 4.5 can upgrade to Red Rock DeltaGraph 5 for an estimated street price of US\$199. Please visit <http://secure.redrocksw.com/store/> for more information. Academic and multi-user licenses are also available by calling 801.322.4322.

### **About Red Rock Software**

Headquartered in Salt Lake City, Utah, Red Rock Software (<http://www.redrocksw.com/>) is the developer of Red Rock DeltaGraph 5 for both Mac and PC. In addition, Red Rock Software offers a comprehensive set of software design, engineering and management services. Red Rock has produced custom desktop, Web and enterprise-level applications for companies in the science, medical, publishing, multimedia and office automation fields throughout the United States.

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### **Press Contact**

Andrea Maize  
Red Rock Software  
801.322.4322  
[pr@redrocksw.com](mailto:pr@redrocksw.com)

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