



FOR IMMEDIATE RELEASE

CONTENT DIRECTIONS REGISTERS ITS FIRST OFFICIAL BOOK DOI

New York, NY; September 28, 2001 - Content Directions, Inc. registered its first official Book DOI today, assisting publisher McGraw-Hill in making this the first DOI-enabled eBook to be distributed on the Internet. McGraw-Hill offered its title "The Post-Traumatic Stress Disorder Sourcebook: A Guide to Healing, Recovery, and Growth," by Dr. Glenn R. Schiraldi, DOI 10.1036/0071393722, as a free eBook in both Microsoft Reader format and Adobe eBook Reader format. At the beginning of the book, a DOI-enabled hyperlink makes it easy for the reader to purchase the Print edition if desired, and this same DOI also facilitates availability of free excerpts, exposure to book reviews, access to the publisher's catalog page for additional related information, and sales across a publisher's distribution chain regardless of format.

Said Bob Bolick, Vice President and Director of New Business Development for McGraw-Hill, "The ability of the DOI to connect the viewer to multiple points of information on the Web -- about the book, the author, the publisher, the bookseller -- is a 'powertool' for marketing. And the fact that everyone in the value chain can be involved and benefit is tremendous."

Said David Sidman, CEO of Content Directions, Inc., "Getting this book out in a timely manner with its DOI enhancement involved a collaborative, can-do effort on the part of many companies – Microsoft, Adobe, Amazon, B&N.com, netLibrary, Overdrive, Lightning Source, Reciprocal, and of course McGraw-Hill and the Authors. We at Content Directions were very pleased that this book and this topic could be the ones to represent the start of a new era in online publishing, with the registration of CDI's first official Book DOI."

To find the book, download it for free, purchase it in Print, or access any related services associated with the book, click on the following or copy/paste it into a browser: <http://dx.doi.org/10.1036/0071393722>

About the Digital Object Identifier (DOI®)

The Digital Object Identifier (DOI) is a system for identifying and exchanging intellectual property in the digital environment. It provides a framework for managing intellectual content, linking customers with content suppliers, facilitating electronic commerce, and enabling automated copyright management for all types of content. Using DOIs makes managing intellectual property in a networked environment much

easier and more convenient and allows the construction of automated services and transactions for e-commerce.

The DOI is like the UPC (bar code) in the physical world, but for Internet-based resources such as digital content published online; it uniquely identifies digital objects and provides a permanent link to the publisher, thus facilitating online transactions of all kinds, including e-commerce, rights management, and digital distribution. It is based on technology developed by Dr. Robert Kahn, one of the principal inventors of the Internet.

The DOI initiative began as a project of the Association of American Publishers' Enabling Technologies Committee. It was officially launched in October 1997 at the Frankfurt Book Fair, following a prototype phase lasting from July through October 1997 in which nine publishers participated. After the 1997 Book Fair, an invitation to obtain a prefix and register DOIs was extended to the international publishing community. Since 1998 the DOI has been managed by the International DOI Foundation (IDF; www.doi.org; Dr. Norman Paskin, Director), which is responsible for its ongoing development, policies, and governance. ("DOI" and "doi.org" are trademarks of the IDF and are registered with the U.S. Patent and Trademark Office.)

About Content Directions, Inc.

Content Directions, Inc., is a DOI Registration Agency and Internet services firm dedicated exclusively to implementing and promoting the use of the Digital Object Identifier (DOI). This includes consulting on how the DOI can increase an organization's revenues and cut costs, as well as actually registering DOIs for digital content. Additional information on the DOI, and on CDI's products and services, can be found at www.contentdirections.com or by emailing info@contentdirections.com.

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