



FOR IMMEDIATE RELEASE

**DAVID SIDMAN TO DEMO E-BOOK APPLICATIONS AT BOOKEXPO AMERICA;
IS APPOINTED HEAD OF TECHNICAL EFFORTS FOR E-BOOK PROJECT**

May 29, 2001 - **David Sidman**, Founder and CEO of **Content Directions, Inc.**, will give a live demonstration of a series of prototype applications that represent the vanguard of the Book industry's collective adoption of the Digital Object Identifier (DOI®) for eBook content. This is the first unveiling of prototypes from the "DOI-EB" project, a book-industry-wide project sponsored by the International DOI Foundation (IDF), with participation by major publishers including McGraw-Hill, Random House/Bertelsmann, and John Wiley & Sons, among others.

Mr. Sidman will present the demo at **BookExpo America 2001** in Chicago on Thursday, May 31, 2:00 pm - 3:30 pm, during a panel entitled "Toward the Adoption of Unified eBook Standards" (<http://www.bookexpoamerica.com>).

Mr. Sidman's demonstration will illustrate the power of the DOI as a routing mechanism for e-commerce, resource discovery, and distribution-chain efficiency, and will demonstrate live applications (rather than simply storyboards or mock-ups), functioning live across the Internet, using real DOIs from real publishers, real Content Directions registration/lookup infrastructure, and the real global DOI directory for resolution and routing.

Mr. Sidman was recently appointed by the IDF to lead all technical efforts associated with the initial sale prototypes within the DOI-EB project.

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.

About David Sidman

Prior to founding Content Directions, Inc., in August 2000, David Sidman was Director of New Publishing Technologies at John Wiley & Sons, a leading global publisher of print and electronic products. His responsibilities included positioning Wiley as a successful electronic publisher through a combination of strategy development, internal projects enabling organic growth, and external acquisitions/investments. At the industry level, in cooperation with other publishers and the AAP, he has founded and/or driven many key initiatives, including the Digital Object Identifier (DOI), as well as various standards involving Metadata, E-Books and Digital Rights Management.

For further information, contact:

Tina Aridas
Deputy Manager, Marketing & Press Relations
CONTENT DIRECTIONS, INC.
phone: (718) 965-8490
fax: (718) 768-6777
email: taridas@contentdirections.com

or

David Sidman
CEO
CONTENT DIRECTIONS, INC.
phone: (212) 792-1847
fax: (718) 768-6777
email: dsidman@contentdirections.com

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