FOR IMMEDIATE RELEASE

**DEMO OF BOOK INDUSTRY DOI APPLICATIONS
NOW AVAILABLE ON WEBSITE OF CONTENT DIRECTIONS, INC.**

July 23, 2001 - The new applications for the **Digital Object Identifier (DOI®)** that were developed by **Content Directions, Inc. (CDI)** and were unveiled at the May 30 BookExpo America are now for the first time available for viewing by the public at http://www.contentdirections.com/multires.htm. The demo can also be reached from Content Directions' home page (http://www.contentdirections.com).

Content Directions developed the applications as part of DOI-EB, a book-industry-wide project sponsored by the International DOI Foundation (IDF), with participation by major publishers including McGraw-Hill, Random House/Bertelsmann, John Wiley & Sons. The applications represent the vanguard of the Book industry's collective adoption of the DOI for eBook content.

Content Directions' CEO David Sidman was appointed in May by the IDF to lead all technical efforts associated with the initial sale prototypes within the DOI-EB project. As such, he is responsible for all technical issues or questions associated with these prototypes.

According to Mr. Sidman, "The applications we have developed show how the DOI can increase revenues and reduce costs throughout the entire distribution chain for digital content in the Book industry; they even show how the DOI can dramatically accelerate sales of print books. Content Directions is dedicated to providing the infrastructure and the implementation services needed to support these applications, and is dedicate to helping publishers, their distribution partners, and third-party application providers to implement DOI-based solutions that will revolutionize the way content is discovered and accessed online."

According to Steve Mooney of the IDF, "With these applications, Content Directions and the IDF have proven that the DOI offers immediate economic value to all players involved in selling digital content – not just publishers, but also retailers, distributors, syndicators, vertical portals, etc. The DOI is no longer just a standard; it is a live, working system that facilitates e-commerce today."

The applications in the demo illustrate the power of the DOI as a routing mechanism for e-commerce, resource discovery, and distribution-chain efficiency and are live applications (rather than simply storyboards or mockups), functioning 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.

In addition to his responsibilities as the technical lead on the DOI-EB project, David Sidman founded and heads Content Directions, Inc., an Internet services company and the first commercial DOI Registration Agency approved by the International DOI Foundation (IDF). As such, CDI was the first company authorized by the IDF to register Digital Object Identifiers (DOIs) on behalf of publishers. As a certified DOI Registration Agency, CDI is permitted to issue publisher prefixes and to register DOIs and their associated routing information into the global DOI directory for routing on the Internet.

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.

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