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CONTENT DIRECTIONS PRESENTS 5 NEW DOI DEMONSTRATIONS AT FRANKFURT BOOK FAIR, AS PHASE 2 OF INDUSTRY-WIDE “DOI-EB” PROJECT

Frankfurt Book Fair, Frankfurt, Germany; October 10, 2001 – **David Sidman**, Founder and CEO of **Content Directions, Inc.**, presented 5 new demonstrations representing the vanguard of the book industry's collective adoption of the DOI. This is the second 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**, and technology vendors including **Adobe, Microsoft, iCopyright, NetPaper** and others. The first unveiling was at Book Expo America in Chicago on May 31 (see <http://www.contentdirections.com/DOI-EB-Demo/mhindex.htm>).

The first demo showed the sales and marketing potential of the DOI as it was actually implemented within the first DOI-enabled eBook published on the Internet, McGraw-Hill's "Post-Traumatic Stress Disorder Sourcebook," which was distributed free on the Internet on September 28, 2001 in both Microsoft Reader and Adobe eBook Reader format. Enhanced with a DOI link at the beginning of the book and thus enabling the reader to travel over the Web to purchase the Print edition if desired, the DOI multilink 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 – all directly from within Adobe eBook Reader or Microsoft Reader on the reader's PC.

The second demo showed how the DOI's unique multilink capability, enhanced even further, provides a powerful tool for viral marketing, cross-selling of related products, and easy purchasing – all just one click away, and all without having to worry about which eBook formats are available from which retailers. It also showed how the reliability of the eBook purchasing process can be improved behind the scenes by substituting DOIs for URLs within the background communication that executes a purchase – in this case, a purchase of a Microsoft Reader eBook via Amazon.com.

The third demo showed how the DOI can improve the discoverability of content by enabling search engines to better index the "Invisible Web" of high-value, published information which is typically locked behind firewalls, subscription barriers, or the proprietary search engines of individual websites. Furthermore, any search results which display the DOI are far superior to today's URL-based references because they

link the user directly with any number of related services – in this example, the copyright clearance, reprint rights, and permissions services offered by iCopyright.

The fourth demo showed the assembly of a custom book, from content selection through the assembly process, cover creation, and printing specification. Said Mark Miller, President of NetPaper: “The DOI not only facilitates this process for NetPaper’s automated system for publishers by replacing all URLs with permanent, reliable DOIs, it also streamlines the back-office accounting and reporting - sales tracking, billing, financial reporting, royalty calculation, etc. Publishers are able to offer new products including pre-publication, niche, out-of-stock, and otherwise out-of-print books as well as the customization and personalization we have shown at Frankfurt. Publishers are also able to open new channels without having to provide copies of their materials; they only need to provide a window to their catalog and content. We are pleased to have shown this capability with Harvard Business School Publishing Case Studies (http://doi.contentdirections.com/netpaper_demo/) at the Frankfurt Book Fair.”

The fifth and final demo showed the process by which all this DOI-enabled functionality is created via the DOI registration facilities of Content Directions, Inc., the first commercial Registration Agency certified by the IDF. A publisher can step through the entire process of registering a DOI and creating the multilinks associated with it, and can see how the information they supply turns into a DOI record which enables multilink access to the publisher’s content and to any associated services the publisher wishes to provide to its customers.

The next phase of the DOI-EB applications will be presented at the NIST eBook 2001 conference in Washington DC on November 6 at 9:00 a.m. Further details are available via <http://www.contentdirections.com>.

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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