FOR IMMEDIATE RELEASE

INTERNATIONAL DOI FOUNDATION (IDF) AND CONTENT DIRECTIONS PRESENT "DOI-EB" PROJECT DEMONSTRATIONS AT THE FRANKFURT BOOK FAIR

Frankfurt Book Fair, Frankfurt, Germany; October 10, 2001 – The International DOI Foundation (IDF) and Content Directions, Inc. (CDI) presented Phase 2 of its industry-level DOI-EB Project today at the Frankfurt Book Fair. Phase 1 of these demos was unveiled at Book Expo America in Chicago on May 31, where **Content Directions CEO David Sidman** demo'd a series of applications which showed how the DOI provides a tremendously powerful sales and marketing tool by letting consumers easily find and connect to book reviews, free excerpts of books, additional related information on the publisher's website, sales of individual chapters (components), and sales in any electronic format and/or from any retailer the customer chooses. All of these services are a single click away when the consumer is looking at any hyperlink anywhere on the Internet which refers to that book's DOI.

The DOI standard has been received favorably by global information companies and publishers. In a speech to industry executives in June, **Harold McGraw III, chairman, president and CEO of The McGraw-Hill Companies** said:

"An important development took place on May 31, when the Association of American Publishers and the International DOI Foundation, at the Book Expo in Chicago, unveiled the Digital Object Identifier for e-books... We're implementing DOI right now, and if you're not familiar with its capabilities, you need to find out about it. It's a standard that will contribute strongly to the development of the e-book marketplace and the market for all digital content, and deserves the support of the publishing community."

In the eyes of **Dr. Robert Kahn**, recipient of the U.S. government's National Medal of Technology for his role as principal architect of the Internet in the early 1970's, and President of the non-profit Corporation for National Research Initiatives (CNRI) which developed the underlying 'handle' technology being used for the DOI about 5 years ago: "With the help of efforts like the DOI, the Internet is poised to reach the next level as an information-sharing environment. Whereas the "first-generation" Internet successfully interconnected diverse computer systems and networks at the *level of communicating packets*, the next generation will unify diverse information storehouses, resource discovery mechanisms, and cross-system communications at the *information* level. The applications demonstrated here today prove that this potential is already being demonstrated by use of the DOI and related technology

being brought to market by Content Directions and the other participants. These applications represent the tip of the iceberg in terms of the economic value that will be unleashed by the widespread adoption of this new approach."

According to **Dr. Norman Paskin, Director of the International DOI Foundation**, "The DOI Registration Agency demonstrations showed how a publisher can facilitate the sale of digital intellectual property while enabling the management and protection of copyright. This year's event marks a milestone for the publishing industry and the unveiling of proven commercial implementations that can be applied to text, images, audio, and audio visual content."

A major theme of the Phase 2 demos was to expand further upon the Sales & Marketing functionality which was demonstrated at the Chicago event, and also to show that the technology sector is now beginning to embrace the DOI in a major way. The Phase 2 demos involved a collaboration between Content Directions, which is the IDF's first commercial DOI Registration Agency and the technical project manager for the DOI-EB project, and a number of technology companies including **Adobe, Microsoft, iCopyright, NetPaper**, and others.

"Adobe is pleased to join publishers, technology providers, and other organizations in IDF's DOI for eBooks project," said **James Alexander, director of eBooks, Adobe Systems**. "Adobe supports the development of eBook industry standards for identifiers, metadata, digital rights management, and other areas. Adobe® Acrobat® eBook Reader(tm) and Adobe® Content Server(tm) already support DOIs as eBook identifiers. In the future, digital object identifiers can help standardize the identification and location of eBooks, expand the variety of eBook transactions, and enable access to rich sources of information."

Steve Stone, General Manager, Microsoft eBook Business Unit, said: "Microsoft has been involved with the DOI ever since the creation of the IDF in 1997, including serving on the Board. Today's applications deliver on the commercial promise of the DOI and point the way to a viable marketplace for digital content. Content Directions and the other vendors have shown that they can cooperate successfully in a pre-competitive manner, under the sponsorship and guidance of the IDF, to create some important infrastructure that can now be used by all content providers."

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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