



*FOR IMMEDIATE RELEASE*

## **CONTENT DIRECTIONS TO PRESENT U.S. DEBUT OF FIVE NEW DOI DEMONSTRATIONS AT NIST/NISO ELECTRONIC BOOK 2001 CONFERENCE, AS PHASE 2 OF INDUSTRY-WIDE “DOI-EB” PROJECT**

New York, NY, November 1, 2001 – **David Sidman**, Founder and CEO of **Content Directions, Inc.**, will present the U.S. debut of five demonstrations representing the vanguard of the book industry's collective adoption of the DOI at the **NIST/NISO ELECTRONIC BOOK 2001 CONFERENCE in Washington, D.C. on Tuesday November 6, 2001, at 9:00 a.m., in Ballroom A of the Ronald Reagan Building and International Center.** This is the second phase 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. Phase 1 was unveiled at Book Expo America in Chicago on May 31. The Phase 2 demos were presented for the first time at last month's Frankfurt Book Fair in Germany. Both sets of demos are available for public viewing at <http://www.contentdirections.com>. Content Directions will also be running the demos continuously from November 5-7 in Booth #205 of the exhibit hall.

A major theme of the Phase 2 demos was to expand further upon the Sales & Marketing functionality that was demonstrated at Book Expo in Chicago, 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 technical project manager for the DOI-EB project as well as the first commercial DOI Registration Agency certified by the International IDF Foundation, and a number of technology companies including **Adobe, Microsoft, iCopyright, NetPaper**, and others.

The first of the five new demos shows 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 shows how the DOI's unique multilink capability, enhanced even further, provides a powerful tool for viral marketing (allowing the book's owner to automatically email the book's DOI to a friend), 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 shows 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, purchase of a Microsoft Reader eBook via Amazon.com.

The third demo shows how the DOI can improve the discoverability of content by enabling search engines to better index the "Invisible Web" of high-value, published information that is typically locked behind firewalls, subscription barriers, or the proprietary search engines of individual Web sites. Furthermore, any search results that 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 shows 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."

The fifth and final demo shows the process by which all this DOI-enabled functionality is created via the DOI registration facilities of Content Directions, Inc. 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 that enables multilink access to the publisher's content and to any associated services the publisher wishes to provide to its customers.

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 1970s, and President of the non-profit Corporation for National Research Initiatives (CNRI) which developed the DOI's underlying "handle" technology about five 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...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."

**Dr. Norman Paskin, Director of the International DOI Foundation**, said at the Frankfurt Book Fair: "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."

"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 of the demonstrations as they were unveiled in Frankfurt: "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."

**Bob Bolick, Vice President and Director of New Business Development for McGraw-Hill**, said of the DOI: "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."

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](http://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](http://www.contentdirections.com) or by emailing [info@contentdirections.com](mailto:info@contentdirections.com).

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