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**CONTENT DIRECTIONS SELECTED AS ONE OF THE  
"NYNMA'S TOP TECHNOLOGY COMPANIES" BY NEW YORK  
NEW MEDIA ASSOCIATION**

**Content Directions will Exhibit at NYNMA's Technology Showcase  
on November 7**

**New York, October 22, 2002** – Content Directions, Inc. today announced that it has been selected by the New York New Media Association (NYNMA) as one of the Top Technology Companies in the industry. NYNMA's Top Technology Companies acknowledges companies with a history of success, who have played a significant role in fostering the growth of the technology industry throughout New York. The award will be presented during a lunch ceremony at NYNMA's Technology Showcase event in New York City on November 7.

"NYNMA continues to be the nerve center of the New York technology industry, and played a particularly important role in helping to launch Content Directions," said David Sidman, CEO of Content Directions. "Even in a harsh fund-raising climate, the NYNMA Angel Program raised almost \$500,000 for CDI, and NYNMA continues to provide support, contacts, and programs that add value for all players in this sector."

"Congratulations to Content Directions," said Alice Rodd O'Rourke, President of NYNMA. "We have chosen CDI as a Top Technology Company in recognition of its market

leadership in a year marked by hardship in this industry, and wish them continued growth and success with their DOI system.”

Content Directions will exhibit at NYNMA’s Technology Showcase, Thursday, November 7, 2002 at the Metropolitan Pavilion in New York City. The event brings together senior business and technology executives and entrepreneurs from throughout the New York Tri-State area for a full day of business connections, financing programs, panel discussions, and exhibits. For more information or complete details on exhibiting or any sponsorship opportunity, visit <http://www.technologyshowcase.org/> or call 212.785.7898, ext. 302. Complimentary passes are available to members of the press, who are encouraged to register in advance by calling 732.863.1900.

### **About Content Directions, Inc. (CDI)**

Content Directions is the first commercial Registration Agency for the Digital Object Identifier (DOI), a system for identifying and exchanging intellectual property in the digital environment. CDI uses the DOI to help companies make more money from the Internet by better linking their customers and business partners to their information and services. 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 and universally identifies digital objects and provides permanent links to the publisher and/or to any related services the publisher wants to enable, thus facilitating online transactions of all kinds including e-commerce, rights management, and digital distribution. Created by the primary architect of the Internet itself (Dr. Robert Kahn), the DOI can be thought of as “The Next-Generation URL,” or “a URL on steroids,” because it is:

- Unbreakable
- Multi-linkable
- Dynamic
- Industry standard
- Scalable
- Low-cost

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).

### **About New York New Media Association**

NYNMA ([www.nynma.org](http://www.nynma.org)), a New York State non-profit association and division of SIIA, is a community of 5,000 media, finance and technology professionals from 3,200 companies with a strong interest in using innovative technologies to grow their business. NYNMA seeks to maximize the knowledge, skills and success of its membership, as well as the overall impact and recognition of its community. For the past seven years, NYNMA has been supported in its work by corporate sponsors, which includes such industry leaders as About, Con Edison Communications, Cushman & Wakefield, Google, Hale & Dorr, LLP, Hewlett-Packard Company, IBM, Intel, [ITC@55 Broad](mailto:ITC@55Broad.com), JPMorgan Chase, Microsoft, Morrison & Foerster, and PricewaterhouseCoopers.

For further information, click on the DOI for this press release (<http://dx.doi.org/10.1220/pr18>) or contact the representatives listed at the top of this press release.

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