

P A R A V I E W



FOR IMMEDIATE RELEASE

PARAVIEW PUBLISHING AND PUBLISHING DIMENSIONS ANNOUNCE AGREEMENT TO IMPLEMENT DIGITAL OBJECT IDENTIFIERS

Companies Will Use Content Directions' DOI Registration Service.

New York, NY, March 11, 2003 – Paraview Publishing, a publisher of streaming video, print-on-demand and eBooks for body, mind and spirit audiences, and Publishing Dimensions, a leading content conversion and publishing consultancy, today announced their agreement to implement Digital Object Identifiers (DOI) to aid in online marketing of Paraview Publishing titles.

“We’re looking forward to utilizing DOI technology to increase the presence of our books and authors on the web. DOI technology enables us in an effortless manner to provide contextual and purchase information on our titles on the Internet. This will add to the experience of readers interested in obtaining more information than just title and price,” stated Alexander Dake, CEO of Paraview Publishing. “Implementing DOIs using Publishing Dimensions’ consulting services makes complete sense, since they are already handling the conversion and distribution of our titles. Publishing Dimensions’ recently announced partnership with Content Directions just adds to capabilities we’ve come to rely on to make all of the pieces fit and flow together nicely.” For a live example of a DOI applied to a Paraview title, *Mysterious America*, by Loren Coleman, click on the following DOI: <http://dx.doi.org/10.1334/1931044058>.

“It is a pleasure to partner with Publishing Dimensions and by extension Paraview Publishing,” said David Sidman, CEO of Content Directions. “It’s terrific to see interest in the DOI growing in many different sectors of publishing and to see how small publishers are recognizing how they can benefit from the use of DOIs to promote their authors and titles.”

According to Ken Brooks, President of Publishing Dimensions, “Assigning a DOI to a piece of content is a natural fit with Publishing Dimensions’ conversion offering. Paraview Publishing will be able to more effectively market their titles and increase the presence of their authors on the web. We’re particularly excited about the use of DOIs to promote additional sales to interested audiences.”

Publishing Dimensions (<http://www.pubdimensions.com>), established in the Fall of 1999, handles content conversion for all sectors of the publishing community. Seeing a need for small publishers to get involved in the digital community, Publishing Dimensions established Quiet Island Books to handle distribution of titles through the major eBook and print-on-demand wholesale and retail channels. In addition to conversion and distribution solutions, Publishing Dimensions offers a range of consulting services to the publishing industry.

Paraview Publishing, founded in 2000, is a publisher that utilizes new media technology to publish quality works in body, mind, and spirit and the frontiers of science and culture -- areas related to the transformation of society. The company’s imprints include Paraview Press, print-on-demand books for niche audiences; Paraview Special Editions, reprints of select out-of-print books and international books; and Paraview Pocket Books, traditionally published works for a wide audience. Based in New York City, Paraview targets a global audience, including over 50 million Americans who are interested in health lifestyles, personal development and the transformation of society. Visit the company’s website at <http://www.paraview.com>.

Content Directions helps companies increase their sales and profitability by improving the discoverability and utilization of their intellectual property and services, both on the Internet and within their enterprises. Its major tool is the DOI[®], a linking mechanism developed by the primary inventor of the Internet (Dr. Robert Kahn) and representing "The Next-Generation URL" in terms of superior reliability and functionality. Additional information on the DOI and on CDI’s products and services can be found at <http://www.contentdirections.com>. Live DOIs from other CDI customers can be found at <http://dx.doi.org/10.1220/demo21>.

For further information, click on the DOI for this press release
<http://dx.doi.org/10.1220/pr23> or contact:

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