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LEADING DOI REGISTRATION AGENCY AND LEADING CONTENT CONVERSION AND DISTRIBUTION COMPANY PARTNER TO ACCELERATE THE USE OF DOI WITHIN THE PUBLISHING INDUSTRY

Joint capabilities will provide publishers with an easier and faster way to adopt DOI to enhance content discoverability, increase web-based sales and improve customer service

New York, NY, January 29, 2003 – **Content Directions, Inc.**, the leading Digital Object Identifier (DOI) Registration Agency, and **Publishing Dimensions**, a leading provider of digital conversion and digital distribution services for the publishing industry, today announced that they have entered into a strategic alliance. The two companies will join forces to facilitate DOI registration throughout the publishing industry. This powerful combination of solutions will enable publishers to easily and rapidly assign DOIs to their electronic and print content marketed on the Internet.

Publishing Dimensions enables DOI registration for publishers as part of its normal metadata and content conversion services and also assists publishers in implementing DOI-related marketing programs. Publishing Dimensions is currently using DOIs to identify publisher-

relevant material on eBooks, print, and print-on-demand related Intellectual Property on its website.

For a live example of the DOI technology, click on the following DOI for a white paper on Print-on-Demand in the Supply Chain: <http://dx.doi.org/10.1335/0000000008>.

“We congratulate Publishing Dimensions on being the first provider of digital conversion and distribution services for the publishing industry to take advantage of the DOI,” said **David Sidman, CEO of Content Directions**. “As a leading full service provider, Publishing Dimensions has recognized that the DOI is a key component of the online value chain, as it enables publishers to increase their revenue from Internet-based content, serve their customers anywhere online and reduce their costs throughout the sales and distribution chain. By partnering with Publishing Dimensions, we will make the process of DOI registration even easier and more convenient for publishers.”

“Publishing Dimensions offers metadata distribution for our conversion and distribution clients,” said **Ken Brooks, President of Publishing Dimensions**. “Adding a registered DOI into that process is a natural next step. We believe it’s important to help publishers make as much money as they can in the digital economy for print as well as electronic books. The DOI provides for excellent marketing capability in an otherwise cluttered Internet community. Assigning a DOI makes a title, an author or a subject much easier to locate and provides higher rankings as well as more targeted results on Google and other search engines.”

About the Digital Object Identifier (DOI®)

The DOI is a system for identifying and exchanging intellectual property in the digital environment. The DOI is similar to the UPC (bar code) in the physical world, but applied to Internet-based resources such as digital content published online, as well as to online references to physical content such as Print books and other physical products. It uniquely identifies these 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 (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 to implement

The DOI travels with the item it’s registered to (book, chapter, section, database record, image, etc.) throughout the Internet, on syndicated and partner sites, and via downloads. As long as the user is connected to the Web, the DOI MultiLink™ functionality is fully searchable and remains in existence until the registrant reassigns them or shuts them off.

About Publishing Dimensions

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 consulting services to the publishing industry.

About Content Directions, Inc. (CDI)

CDI assists companies to 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. (See above for more information about the DOI.)

CDI is a DOI Registration Agency 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 DOI's for digital content. 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 more information, please email us at info@contentdirections.com or click on the DOI for this press release: <http://dx.doi.org/10.1220/pr20>.

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