



FOR IMMEDIATE RELEASE

STEVENS INSTITUTE OF TECHNOLOGY'S ONLINE SCHOOL SIGNS DOI PACT WITH CONTENT DIRECTIONS

New York, May 9, 2002 – **Stevens Institute of Technology's** online learning unit WebCampus and **Content Directions, Inc.**, an Internet services firm specializing in the Digital Object Identifier (DOI), today announced the signing of an agreement in which Stevens will engage Content Directions to register Digital Object Identifiers for all its e-learning graduate courses.

"DOI enables WebCampus to stand out in crowded search engines," said Stevens **Online Learning Dean Robert Ubell**. "Students searching for distance learning programs on the Internet will now easily see our linked courses. We are especially excited about being the first to implement the technology in the online learning space."

WebCampus.Stevens (<http://www.webcampus.stevens.edu>) offers online graduate certificates leading to master's degrees and online professional short courses in technology and management. The e-learning school delivers more than 50 online courses in 14 e-programs--all co-sponsored by many of the world's most prominent professional societies, including IEEE, ASME, ACM, and others, representing more than 650,000 engineers and managers worldwide.

"Stevens is helping to shape the way e-learning is discovered and utilized on the Web," commented **David Sidman, Founder and CEO of Content Directions**.

DOI provides persistent linking, regardless of where a web object resides at any point on the Internet. DOI MultiLinks provide one-to-many linking at the object level, instead of just a single link to a single location. With a MultiLink, prospective students can choose to click directly to a range of WebCampus courses, including related courses, schedules, applications, and other services.

Further details are available via <http://www.contentdirections.com> and <http://www.webcampus.stevens.edu>.

About the Digital Object Identifier (DOI®)

The Digital Object Identifier (DOI) makes managing intellectual property in a networked environment much easier and more convenient. It allows for automated services and transactions in e-commerce and is based on technology developed by Robert Kahn, one of the principal inventors of the Internet.

The DOI initiative began as a project of the Association of American Publishers. Launched five years ago, a prototype was introduced soon thereafter in which nine publishers participated. Since 1998, DOI has been managed by the International DOI Foundation (www.doi.org), which is responsible for its development and governance. (“DOI” and “doi.org” are trademarks of the IDF and are registered with the U.S. Patent and Trademark Office.)

About Stevens Institute of Technology

Established in 1870, Stevens offers baccalaureate, masters and doctoral degrees in engineering, science, computer science and management, as well as a baccalaureate in the humanities and liberal arts. The university has a total enrollment of more than 1,400 undergraduates and 2,000 graduate students.

About WebCampus.Stevens

WebCampus.Stevens, the online unit of Stevens Institute of Technology, delivers more than 50 online courses in 14 e-learning graduate and professional programs--all co-sponsored by many of the world's most prominent professional societies, including IEEE, ASME, ACM, and others, representing more than 650,000 engineers and managers worldwide. Launched three years ago, it is funded, in part, by the Alfred P. Sloan Foundation. More than 500 students from 18 states and 10 nations abroad--from Africa, Asia, Europe, and Latin America--have taken WebCampus graduate courses. Additional information about distance learning at Stevens Institute of Technology can be found at www.webcampus.stevens.edu or by emailing webcampus@stevens.tech.edu.

About Content Directions, Inc.

Content Directions, Inc., 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 reduce 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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