

For immediate release
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iPhone and iPad App for IngentaConnect

The Home of Scholarly Research boosts its signal on the Mobile Web

London, UK – March 20, 2010 – Publishing Technology, the largest provider of software and services for the publishing industry, today announced its forthcoming iPhone and iPad App for its flagship collection of e-publications, **IngentaConnect**, which hosts 4.5 million articles from 13,500 publications and has 2.5 million users.

To coincide with IngentaConnect's iPhone and iPad App, development of a Mobile Web version of the platform, which will be device agnostic, will also soon be launched. As the demand from academic publishers that want to make their content available in developing countries increases, IngentaConnect customers' content will be accessible on the Mobile Web, compatible with all devices, regardless of brand, age and advanced feature capabilities.

Publishing Technology has partnered with Mobile Interactive Group (MIG), an award winning and fast growing technology company serving the global mobile and digital interactive markets. MIG has also worked with a number of other high-profile customers on their mobile and digital platform concepts, such as O2, Budwieser, Walkers and the BBC's Comic Relief, and will team with Publishing Technology to deliver a function-based version of the site, specifically designed with users' access needs whilst on the move. IngentaConnect's Mobile functions will include a full-text search, bookmarking via My IngentaConnect or social bookmarking through 14 of the largest and most popular social bookmarking sites it supports, as well as managing subject based alerting via RSS and email and article by article publishing for "ahead of print" content.

Louise Tutton, Chief Operating Officer of Scholarly Online at Publishing Technology

commented, "IngentaConnect has always been an essential resource for the academic, professional and research communities, and we feel very strongly about keeping our users in touch whilst they're on the go too. With the recent iPad launch, and significant use of mobile devices in developing countries where mobile access outstrips broadband access dramatically, it's likely that use in these territories will leapfrog a few technology steps to access most sites via the Mobile Web. We want to deliver a version of IngentaConnect via an App and mobile compatible site that offers users all the functionality they've come to expect whilst they're on the move, and we're delighted to be working with MIG on this exciting development."

Publishing Technology operates across the trade and academic markets, in books and journals, print and on-line. Working with more than 500 publishers, to date, the company has operated primarily from the UK and the US, but has recently also expanded into Japan, Brazil and Germany.

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Notes to Editors:

For more information Publishing Technology, its products and services, please visit www.publishingtechnology.com or contact:

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Publishing Technology plc:

The Publishing Technology Group has offices in the US, UK and Brazil and is the largest supplier of technology and related services to the publishing industry around the world. Publishing Technology's brands include advance (the 21st century replacement for Vista), IngentaConnect, author2reader, pub2web, ICS and PCG.

Publishing Technology partner with information providers of any size, discipline, or technical literacy helping them to capitalise on the full potential of their content in the digital environment and increase efficiency throughout their publishing processes. Market-leading technologies and integrated services are differentiated by the scope of publishing issues they address, and this customised cutting-edge approach delivers support to eight of the ten of the largest publishers in the world.

For more information Publishing Technology, its products and services, please visit www.publishingtechnology.com or contact Emily Taylor, Publishing Technology plc, on +44 1865 397873 or emily.taylor@publishingtechnology.com

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