

For release 30 November, 2011

## American Institute of Physics partners with Publishing Technology on next generation Scitation

Cambridge, MA, 30 November 2011 - AIP Publishing, a division of the American Institute of Physics (AIP), and Publishing Technology plc (LSE: PTO) announce a partnership to build the next generation of AIP's Scitation, scheduled for launch in the fourth quarter of 2012.

The new custom platform will be developed using Publishing Technology's *pub2web* hosting solution, enabling AIP and its Member Societies to house an impressive portfolio of journals and conference proceedings as well as *Physics Today* magazine and historical documents from AIP's Physics Resources Center.

*"With our strategic shift to concentrate our resources on serving our readers, authors, librarians and our Member Society publishing partners, we are excited to find an impressive partner to deliver the best possible way forward,"* said John Haynes, Vice President of Publishing at AIP. *"Enhanced functionality, discoverability and customer experience are paramount in our business and Publishing Technology has the international expertise to provide the first-class infrastructure our readers expect."*

Designed to put users at the center combining a flexible and extensible architecture with sophisticated information commerce, leading-edge semantic technology and industry standards, the *pub2web* interface will provide the research community with new opportunities for collaboration and discovery. During the design phases, the user community will be engaged through focus groups, dialogue, training and usability testing. Authors, readers and librarians can expect a seamless transition, new interactive communities and an overall enhanced user experience tailored to their specific needs. According to AIP's Chief Information Officer Evan Owens, *"Publishing Technology's pub2web hosting platform will provide the foundation for the AIP collection of specialized physics-related content with a rich array of semantic features as well as deliver industry-standard support for the needs of library and individual subscribers. We look forward to working with the company's development team to revolutionize the user experience."*

Louise Russell, Chief Operating Officer of Publishing Technology's Online Division, offered, "We are excited by the prospect of providing AIP and its Member Societies with the technology to take their digital strategy to the next level. Focusing on the needs of authors, readers and librarians to deliver new, personalized discovery routes into content will break down traditional silos and allow for experimentation and added value. By bridging multiple content types from multiple member publishers and extending their reach, the new Scitation will be a premier research destination on the Web."

-ENDS-

For more information, please contact:

Michael Groth, Publishing Technology plc

Tel: +1 617 395 4089

Email: [michael.groth@publishingtechnology.com](mailto:michael.groth@publishingtechnology.com)

- or -

Lori Carlin, American Institute of Physics

Tel: +1 516 576 2279

Email: [lscarlin@aip.org](mailto:lscarlin@aip.org)

#### **Publishing Technology plc:**

Publishing Technology's products and services include *advance*, *ingentaconnect*, *VISTA*, *author2reader*, *pub2web*, *ICS* and *PCG*. The Publishing Technology group enables publishers to focus on their core competences by providing a single, trusted partner for both technology requirements and business development services. It is one of the largest providers of software and services for the publishing industry, servicing eight out of ten of the world's largest publishers. The group's proposition uniquely spans front and back office systems - complemented by a range of business development services - to provide the industry's only end-to-end suite of software specifically designed to support the publishing process. Capabilities cover editorial & production, product information, billing & fulfillment, content conversion & hosting, website development, marketing programs, information commerce, customer relationship management, rights & royalties and business intelligence. All application modules can be configured independently to meet specific publishers' needs and to allow flexible integration with existing systems. Associated sales and marketing services include consultancy and research, sales representation and

telemarketing. The company is listed on the AIM market of the London Stock Exchange and has offices in the UK, US, Brazil, India, China and Australia.

#### About pub2web

The *pub2web* platform is a customized, multi-content publications portal—delivering all the functionality needed to support evolving online strategies and to satisfy the user base, however diverse their needs. Customers benefit from proven, regularly-updated technology while also maintaining full control of their brand, their content and their user relationships. It allows customers to help their users to explore all their content - whatever its format - with progressive browsing options driven by *pub2web*'s award-winning data storage and modeling.

Visit [www.publishingtechnology.com](http://www.publishingtechnology.com), follow on Twitter @publishingtech, or connect on LinkedIn.

#### About AIP

The American Institute of Physics is an organization of 10 physical science societies, representing more than 135,000 scientists, engineers, and educators and is one of the world's largest publishers of scientific information in physics. AIP pursues innovation in publishing of scholarly journals and offers publishing services for its Member Societies. AIP's suite of publications includes 15 journals, two of which are published in partnership with other societies; magazines, including its flagship publication *Physics Today*; and the AIP Conference Proceedings series. Through its Physics Resources Center, AIP also delivers valuable services and expertise in education and student programs, science communication, government relations, career services for science and engineering professionals, statistical research, industrial outreach, and the history of physics and other sciences.

Visit [www.aip.org](http://www.aip.org), or follow on Facebook or Twitter @ AIP\_Publishing.