



For immediate release

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Publishing Technology and TBI Communications support groundbreaking Society collaboration

Breathing Space semantic web platform mines integrated content from European Respiratory Society and American Thoracic Society

Publishing Technology, the largest provider of software and services for the publishing industry, has been selected as the development partner for a pilot project being coordinated by TBI Communications, the strategic marketing consultancy for scholarly publishers. Breathing Space is the first semantic web collaboration between scholarly societies and aims to explore the value to researchers of compiling and mining a critical mass of data within a discipline; the project collates content from the European Respiratory Society and American Thoracic Society, who together account for 30% of citations within the field of respiratory medicine.

"This project is helping us to explore our members' expectations and information habits, as the role of society publishers in disseminating research evolves," says Elin Reeves, Assistant Publications Manager for the European Respiratory Society. "We're very pleased that Publishing Technology have joined the project as technology partner; their leadership in the deployment of semantic technologies within highly functional publication websites guarantees us the robust, innovative platform we need to support the project."

Breathing Space is scheduled for launch by the end of 2009, a timescale made possible by the modular nature of Publishing Technology's pub2web platform. "We have developed pub2web as a series of components that can be readily fit together to meet a publisher's specific needs," explains Priya Parvatikar, Publishing Technology's Technical Architect. "Architecting websites in this way also makes it easier to update individual modules, so that we are quickly able to respond to market conditions with up-to-date functionality – just as we have been quickly able to shape pub2web around the needs of Breathing Space."

TBI Communications first proposed a pilot project to help society publishers test the application of semantic technologies in 2008, and have since coordinated the selection of participating societies and technology providers, and provided web design, strategic consultancy and promotional support. "Marketing is an increasingly technical discipline," says Head of Marketing Development Charlie Rapple. "We see it as our role to connect progressive publishers with the tools and providers that will help them to differentiate their publications and strengthen their ongoing position in the information supply chain."

In this case, we're excited about how the Breathing Space pilot will be received by the respiratory medicine community, and appreciative of Publishing Technology's support in bringing the project to life."

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For more information about Breathing Space or pub2web, please contact:

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About Publishing Technology plc

www.publishingtechnology.com

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 the largest provider 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 Europe and North America.

About TBI Communications

www.tbicomunications.com

TBI is a full-service marketing agency and strategic consultancy. Our vision is to give publishers of all shapes and sizes the knowledge, resources and tools they need to grow their business intelligently. We bring together a range of marketing and PR services under one roof, and fit ourselves around the needs of our customers – whether that's for an extra pair of hands in- or out-of-house, occasional strategic support, short-term project management or long-term consultancy. We work primarily in the academic and professional publishing and membership sectors, with a range of organizations from independent societies through to large, global publishers, technology providers and libraries. In 2009, we set up the MAPP, a social network and learning resource for Marketers in Academic and Professional Publishing that already has over 275 members.