

**For Immediate Release
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Publishing Technology and the Institution of Civil Engineers build the world's largest online civil engineering resource

ICE Virtual Library offers joined-up information service for engineers

Publishing Technology, the largest provider of software and services for the publishing industry, has recently launched a new and expanded ICE Virtual Library for the Institution of Civil Engineers and its publishing subsidiary Thomas Telford. The platform provides the first consolidated home for journal and book archives that date back to 1836, alongside ICE's professional book list, the ICE manuals series and its new collection of e-books. The Library is supported by Publishing Technology's pub2web technology platform, and represents the world's largest online civil engineering resource.

"Publishing Technology were recommended to us for their partnership approach and their technological innovation, and we've been very happy with how both their people and their platform have lived up to that reputation," says Leon Heward-Mills, Publisher for the ICE group. "pub2web has enabled us to unite our various publications and open up new revenue streams and cross-promotion opportunities. We're delighted to be reinforcing our position at the forefront of civil engineering information provision by offering a joined-up, flexible service for our customers and members."

Innovative features of the ICE Virtual Library include:

- chapter-by-chapter purchasing: customers can pick and mix content items to create packages and qualify for a bulk discount
- realtime integration with Thomas Telford's existing software systems and membership database to carry out authentication and synchronise customer information, saving time for ICE staff and ensuring they have full control of data and relationships
- integration of print ordering alongside online access to break down traditional barriers between fulfilment options and increase customer choice
- microsites within the main site to reflect different content subsets while retaining overall consistency of user experience.

“pub2web’s modular architecture means we’ve been able to launch a site that meets the ICE community’s current needs, but is also a solid foundation for future experimentation – for example with new business models or semantic web functionality,” adds Louise Tutton, Senior Vice President of Publishing Technology’s Scholarly Division. “Platform redevelopment is a big investment. pub2web lets publishers ‘think big and start small’ so that their information can shape itself most effectively around an evolving market.”

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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 Thomas Telford
www.thomastelford.com

Thomas Telford is the knowledge business of the Institution of Civil Engineers, and creates specialist products and services for the civil engineering and construction markets. These include journals, books, recruitment and training, as well as best practice, news and networking opportunities around the NEC and Eurocodes. It has been publishing engineering journals since 1836, and its internationally-read publications are available in print and online.