

A fully-featured and customizable out-of-the-box website

You are:

- a publisher of any size – from one to one thousand publications
- seeking to showcase your content in a high-specification website
- struggling to keep track of standards, technology, and legal requirements
- keen to achieve short-term return on your digital investment.

You need:

- **pub2web** from Publishing Technology.

Whether you want to expand an existing online presence, or are just starting to explore digital publishing, our robust, proven publishing platform delivers all the functionality you need to support your evolving online strategies and to satisfy your user base, however diverse.

You can get online quickly with the short development cycle enabled by our easy-to-configure modular infrastructure – an out-of-the-box website that is nonetheless tailored to your specific needs.

Cutting-edge communications

Deploy must-have new communications tools like blogs and wikis to develop and build relationships with your users and create valuable communities.

Support for innovative business models

Maximize the value of your userbase by rapidly responding to changing market forces with our flexible e-commerce, product bundling and licensing, and sophisticated access control mechanisms.

Peerless content discoverability

Drive additional traffic to your content by exposing its metadata: to IngentaConnect, our research site which attracts over 10 million page views each month; to search engines such as Google; and to other partner websites in the industry.

Explore new revenue streams

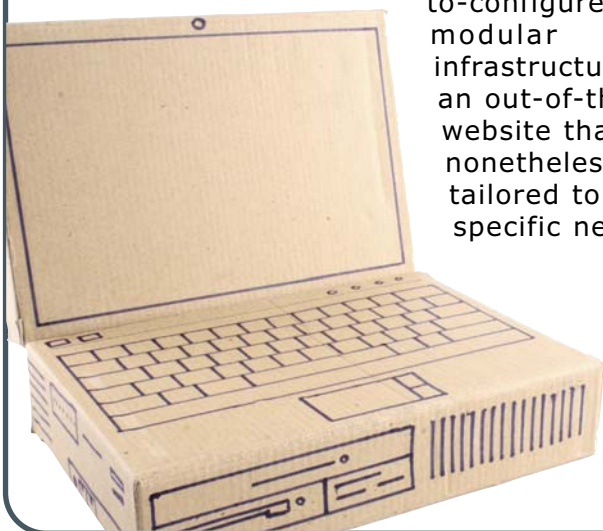
You can capitalize on your online investment by offering articles, issues and subscriptions for immediate online purchase – and we also give you the opportunity to explore online advertising with our easy-to-manage, high-control advertising packages.

Leading-edge technology

Benefit from regular upgrades to the core technology powering your site, and rest easy with secure Tier 1 hosting that protects your content and guarantees over 99.9% uptime.

Retain full control

Our system allows you to control every element of your online publishing - from choosing the levels at which content is available for purchase and its pricing, to marketing text and user data.



www.publishingtechnology.com

continued



Unipart House
Garsington Road
Oxford OX4 2GQ
UK

T +44 1865 397800
F +44 1865 397801

80 Cottontail Lane
Suite 204
Somerset, NJ 08873
USA

T +1 732 563 9292
F +1 732 563 9044

Link House
19 Colonial Way
Watford WD24 4JL
UK

T +44 1923 830200
F +44 1923 238789

875 Massachusetts Ave
Seventh Floor
Cambridge, MA 02139
USA

T +1 617 497 6514
F +1 617 354 6875

Multiple content types and input formats

pub2web is suitable for all types of scholarly content, including journals, books, monographs, reports and more. We can accept data in PDF or XML, and we also provide digitization services if you can only provide hard copy.

Transparent processes

You can monitor your content as it is loaded and processed by our systems and track delivery of your metadata to other web services.

Intuitive administration tools

Easily configure user access, upload new and supplementary content, and view reports through our easy-to-use web-based administration tools.

Comprehensive authentication options

Users can be authenticated based on IP address, username and password, referring URL or trusted proxy server. The system is capable of recognizing multiple authentications in a single session, allowing users to access institutional, individual and member subscriptions at the same time.

Full integration and standards compliancy

Ensure interoperability with other applications through compliancy with key publishing standards such as OpenURL, COUNTER, W3C AA and partnerships with organizations including CrossRef and PubMed.

Business intelligence & analytics

Comprehensive usage statistics allow you to analyze usage of your content and make informed decisions about your sales and marketing strategies.

End user functionality

Your content is converted to incorporate industry-standard features including links to related articles, active references and forward citations. Users can browse, search, bookmark and cite articles, be alerted by RSS or email of new content, and make flexible purchases with our choice of shopping cart or immediate purchase, credit card or deposit account. Our dedicated customer support team provides timely, effective assistance.

Administrative tools for librarians

Our mutual library customers are provided with COUNTER-compliant or Flash-based usage statistics, automated activation of access by their subscription agent, link server management, payment accounts, customization options and more.

Options for non-commercial publishers

Our expertise and innovative payment options have helped many inter-governmental and non-governmental organizations, societies and not-for-profit publishers achieve their publishing objectives over the years.

For more information about how pub2web can help you grow your online business, please contact:

John Lawson ■ +44 1923 830239 ■ john.lawson@vistacomp.com

Randy Petway ■ +1 732 563 9292 x 235 ■ randy.petway@vistacomp.com

www.publishingtechnology.com

Unipart House
Garsington Road
Oxford OX4 2GQ
UK

T +44 1865 397800
F +44 1865 397801

80 Cottontail Lane
Suite 204
Somerset, NJ 08873
USA

T +1 732 563 9292
F +1 732 563 9044

Link House
19 Colonial Way
Watford WD24 4JL
UK

T +44 1923 830200
F +44 1923 238789

875 Massachusetts Ave
Seventh Floor
Cambridge, MA 02139
USA

T +1 617 497 6514
F +1 617 354 6875