PUBLISHING
TECHNOLOGY

Publishing Technology partners with Sunmedia to launch Japan's leading online publishing platform

Publishing Technology, the largest provider of software and services for the publishing industry, today announces its new partnership with Sunmedia, the Japanese content solutions provider. The agreement between the two organizations will see Publishing Technology deploy its innovative pub2web technology to rebuild Japan's leading online publishing platform as a robust new research service.

"We chose Publishing Technology because of their experience in multi-publisher and multi-lingual platforms," comments Shigeru Matsushita, Senior Vice President for Sunmedia. "We also felt that they valued our relationship – Publishing Technology invested a lot of time in understanding our needs and building a prototype to ensure that our content would be compatible with their pub2web platform."

Sunmedia's current platform supplies Japanese researchers with full-text access online to 35 journals from seven publishers, and articles from over 4,000 journals through pay per view. The new service, PierOnline, will support a range of new features to better serve these publishers and their subscribers.

"We're very pleased to be sharing pub2web with Sunmedia's prestigious publisher collective and their audience, who we hope will benefit from the sophisticated functionality and design of the new site," says Douglas Wright, Executive Vice President of Publishing Technology's Scholarly Division. "Partnering with such a progressive and prominent organisation gives us a strong presence in Japan, and furthers our commitment to international growth in such strategic markets."

Publishing Technology's pub2web team is currently developing the information architecture and design of the new PierOnline site, and expects to release a beta site by the end of 2009.

For more information about pub2web, or the wider range of Publishing Technology products and services, please visit Hall 4.2, Stand D416 at the Frankfurt Book Fair, or contact:

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About Publishing Technology plc
www.publishingtechnology.com

Publishing Technology's brands include 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 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, North America, Australia, and Brazil.

About SUNMEDIA
www.sunmedia.co.jp

Founded in 1964, SUNMEDIA Co. Ltd. is one of the leading companies in Japan specialized in providing scholarly information based on "Content Solutions" as its business concept. It delivers scholarly content including various bibliographic databases, e-journals, full-text databases and other academic content via document delivery for research institutions. It also provides "Database Search," database indexing and copyright licensing services for corporations and publishers. Additionally, Sunmedia acts as a local distributor for prominent solution providers such as SerialsSolutions and RefWorks and has introduced electronic resource management tools and their applications to Japanese users. In recent years, Sunmedia has also been committed to supporting the development of the commercial academic publishing industry in Japan through electronic publishing and hosting e-journals for local commercial publishers.   It has an extensive client base from academic libraries to R&D firms, pharmaceutical companies and research institutions. Headquartered in Tokyo, Sunmedia also has a regional branch in Osaka.