

For immediate release

AIP Publishing and Publishing Technology go-live with next generation Scitation

Boston, MA, February 5, 2014 - AIP Publishing LLC and Publishing Technology have launched the next generation of AIP's *Scitation* site, serving hundreds of thousands of scientists around the world.

Launched on a new custom platform developed using Publishing Technology's *pub2web* hosting solution, AIP Publishing and seven AIP Member Societies are now housing nearly a million articles from 47 journals, as well as conference proceedings, standards and blogs. The site also hosts *Physics Today*, AIP's flagship magazine.

Content on the new platform is semantically enriched using the *Scitation* thesaurus of 7,500 terms, which can be searched and browsed across *Scitation*'s publishers and content types enabling smarter discoverability. Moreover, concept boosting, a unique search feature of the *pub2web* platform driven by semantic tagging, means that subject homepages are bumped to the top of search results, directing *Scitation* users to information hubs for accessing associated content and creating unique resource collections.

"Our focus has always been to provide world-class service to our readers, authors, librarians, and Member Society publishing partners, and so we are thrilled to announce that the next-generation Scitation site is up and running on Publishing Technology's pub2web platform," said **John Haynes, CEO of AIP Publishing, LLC**. *"pub2web not only provides the full spectrum of core e-journal functionality that today's users expect, but delivers several new and exciting content-discovery tools built on our investment in semantic technology."*

Further features of the site are designed to improve user experience, including article-level metrics and comment functionality, social network integration, and search and browse options by author and affiliation. Extensive semantic enrichment will enable article pages to suggest related content, and cross-publication author page generation offers new opportunities for author promotion and visibility.

Michael Cairns, Chief Operating Officer of Publishing Technology's Online Division, said: *"Given that AIP Publishing formerly hosted content itself, entrusting the platform to Publishing Technology was a real measure of its belief in us, and we were determined to deliver a top quality product. I'm pleased to say that we have succeeded in this aim by delivering the new Scitation, a premier research destination providing authors, readers and librarians with personalized discovery routes into content."*

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Publishing Technology plc:

Publishing Technology is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end with content systems, audience development and content delivery software and services. Combining our unmatched publishing knowledge, global operations and perpetual support model with our *advance* operations system, *ingentaconnect* scholarly portal, *pub2web* custom hosting platform and PCG (Publishers Communication Group) sales and marketing consultancy, we offer the industry's only full spectrum of solutions to help publishers move their content forward. Listed on the AIM market of the London Stock Exchange, the company operates jointly from Europe (Oxford) and North America (Boston and New Jersey), with local offices in Brazil, India, China and Australia. Assisting 400 trade and scholarly publishers for over thirty years, Publishing Technology solves the fundamental issues content providers face.

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About pub2web

The *pub2web* solution is a customized, multi-content publications platform delivering all the functionality needed to support evolving digital strategies and to satisfy diverse end user and librarian requirements. With a *pub2web* site, publishers gain proven, regularly updated technology while also maintaining full control of their brands, content and user relationships. It allows customers to help users to explore all their content—whatever its format—with semantic discovery and progressive browsing options driven by *pub2web*'s award-winning data storage and modeling.

About AIP Publishing

AIP Publishing LLC is a scholarly publisher in the physical and related sciences, providing the global science community with a comprehensive collection of highly-cited peer-reviewed scientific information. Accessed by researchers at nearly 4,000 institutions worldwide, AIP Publishing's portfolio of 17 journals includes prestigious titles such as *Applied Physics Letters*, *Journal of Applied Physics* and *The Journal of Chemical Physics*, and the AIP Conference Proceedings. AIP Publishing is wholly owned subsidiary of the American Institute of Physics, and publishes on behalf of several of AIP's Member Societies and other publishing partners.

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