



FOR IMMEDIATE RELEASE:

HighWire expands program for books and reference works, taking an integrated platform approach

Stanford, California – May 27, 2009 - HighWire Press announced today a marked increase in the growth of its books program, with over 30 new titles launched online so far this year and hundreds more scheduled through 2009 and early 2010.

For many years, HighWire has developed and hosted non-journal content, such as books, reference works, databases, continuing education, and conference proceedings sites. In 2000 the Oxford English Dictionary, the definitive record of the English language, was launched on HighWire, and in 2003 Red Book[®] Online, the authoritative reference work on childhood infectious disease published by the American Academy of Pediatrics, launched on HighWire. Both of these sites are examples of how publishers can best use continuous updates, virtual supplements, and news to enrich books and reference works online.

The quantity of books and reference works going live or planning to launch with HighWire has increased significantly in recent years as publishers are seeking greater integration between journals and other online content.

“In the next 12 months, about a third of the new sites going up on HighWire will be books, reference works, and handbooks,” said John Sack, Director of HighWire. “Our approach involves intelligently integrating books and journals online to offer publishers new opportunities to productize (and monetize) across all content.”

Recent book and reference work sites launched on HighWire include:

- Oxford Medical Handbooks, published by Oxford University Press omho.oxfordonline.com
- Handbook of Practice Management, published by The Royal Society of Medicine Press hpm.rsmjournals.com
- CSH Symposia on Quantitative Biology, published by Cold Spring Harbor Laboratory Press symposium.cshlp.org
- The Lyell Collection, Special Publications, published by the Geological Society of London www.lyellcollection.org
- The Carlyle Letters Online, an historical correspondence site, published by Duke University Press carlyleletters.dukejournals.org

In addition to over 100 books, reference works, and other non-journal content sites, HighWire hosts the definitive editions of over 1200 full text journals in the fields of science, technology, medicine, social sciences and humanities, as well as cross-content products for niche markets that combine content from many different sources.

“Our market research shows that publishers want to experiment easily and respond quickly to the marketplace with new products, many of which will combine books, journal articles, and other content types,” said Julie Noblitt, Associate Director of HighWire. “Our new platform is designed to allow publishers to mix and match content easily, create new products, and try out various business models and channels, such as the iPhone and Kindle.”



In addition to a rich feature set, HighWire's long-standing focus on discoverability and flexible content display options has served the new book and reference work sites well. Work with the library community ensures that this content fits effortlessly into library information systems and catalogs to make it easy for patrons to find and use the resources.

Additional groundbreaking cross-content products are currently underway at HighWire. Stay tuned for announcements coming soon!

For more information, visit: <http://highwire.stanford.edu> or make an appointment to visit us at the Society for Scholarly Publishing meeting in Baltimore May 27-29, 2009, booth 205

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HANDBOOKS ONLINE



The Carlyle Letters ONLINE
A Victorian Cultural Reference

About HighWire:

HighWire Press, a division of the Stanford University Libraries, provides digital content development and hosting solutions to the scholarly publishing community. HighWire produces the definitive online versions of high-impact, peer-reviewed journals, books, reference works, and other scholarly content. Since 1995, HighWire has partnered with influential societies, university presses and other publishers to create a vast database of the finest, fully searchable research, medical and social science literature available on the Internet. The HighWire community shares ideas and innovations in publishing through regular meetings, an active discussion forum, and through the service of its highly qualified staff.

HighWire's new electronic publishing platform, H2O, debuted in March 2008. The underlying infrastructure is web-services-oriented, flexible and permeable, allowing publishers to easily layer new software and services to their sites that will meet the ever-changing needs of today's online readers.