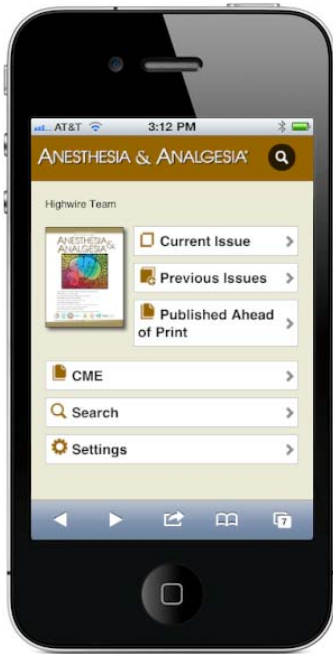


## ***Anesthesia & Analgesia* Debuts New HighWire Mobile and CME Sites**

18 May 2011 - San Francisco, California

The International Anesthesia Research Society (IARS) and HighWire Press are proud to announce the launch of a series of mobile sites for *Anesthesia & Analgesia*, the official peer-reviewed medical journal of the IARS, published by Lippincott Williams & Wilkins.



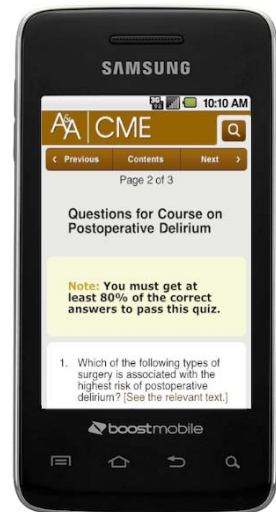
Consistent with HighWire’s legacy of innovation, the new mobile sites take advantage of HighWire’s Mobile Web interface, and include the debut of the first mobile CME product from HighWire, designed for medical professionals who want to obtain continuing education credits with their mobile devices.

“We recognize that an increasing number of physicians want to use their mobile devices to access all types of medical content, including CME courses,” said Steven Sayre, Publishing Director at IARS. “This move was done in response to that demand. HighWire did an outstanding job in prioritizing and highlighting our journal’s top features and have captured its essence so that our users can glean essential information from our website, no matter where they are.”

The HighWire Mobile Web interface is device independent, designed to work seamlessly with virtually all mobile phones. When a reader visits the [journal website](#) from a mobile device, they are automatically redirected to the full-featured mobile optimized site containing search, authentication and full-text content, designed for easy access on a small screen.

HighWire’s Mobile CME is a natural for gaining up-to-date knowledge for busy professionals. *Anesthesia & Analgesia*’s CME for mobile is a convenient, portable way for IARS members to keep abreast of current best practices and meet continuing education requirements, with all coursework and credits updated and synched to their online ‘My CME’ folder.

“HighWire has built incredibly deep and multifaceted web sites for our publishers,” said Tom Rump, Managing Director of HighWire Press. “Working closely with the IARS and other publishers and through our own research with Stanford scholars, we’ve identified the key requirements of the mobile user community to deliver an intuitive and user-friendly experience.”



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**About *Anesthesia & Analgesia*** [www.anesthesia-analgesia.org](http://www.anesthesia-analgesia.org)

Celebrating its 89th year of publication in 2011, *Anesthesia & Analgesia* includes peer-reviewed, original clinical and research articles, providing practicing physicians, researchers and allied medical personnel in anesthesiology and related fields with a wealth of information to keep them up-to-date with the latest issues and advances in the field. The journal is published monthly by the [International Anesthesia Research Society](http://www.anesthesia-analgesia.org). News about the journal may be found on their Facebook page: [www.facebook.com/AnesthesiaandAnalgesia](https://www.facebook.com/AnesthesiaandAnalgesia).

**About HighWire Press** <http://highwire.stanford.edu>

At the forefront of strategic scholarly publishing, HighWire Press provides digital content development and hosting solutions to the scholarly publishing community. A division of the Stanford University Libraries, HighWire has partnered with influential societies, university presses, and other publishers since 1995 to produce the definitive online versions of high-impact, peer-reviewed journals, books, reference works, and other scholarly content. The distinguished HighWire community shares ideas and innovations in publishing through regular meetings, an active discussion forum, and through the service of its highly qualified staff. The underlying infrastructure of HighWire's electronic publishing platform 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, including mobile.