ALEXANDRIA, VA – September 6, 2012 – GeoScienceWorld’s (GSW) online journal collections and portal are now available in a mobile-optimized format with the help of HighWire’s Mobile Web Interface. With average monthly visits to GSW from mobile devices already topping 9,000 hits, creating a version that is designed for advanced searching and browsing on the small screen will improve the experience and workflows for researchers, library patrons, and society members.

Visitors to GSW’s portal pages and the majority of their 41 journals are automatically redirected to the mobile version when accessing the sites on an enabled smartphone. The content presented on mobile sites is in a format designed specifically for the smaller screen size and functionality of a mobile device. Each of GSW’s mobile journal sites feature the full text of content of the current issue (with user authentication), archives, and tables of contents, in addition to providing search and social bookmarking options. For consistency, the mobile sites maintain the look and feel of the full web versions.

“Research has shown that users highly value the ability to easily access scholarly content wherever they are,” noted Alexandra Vance, Executive Director, GeoScienceWorld. “With HighWire’s mobile technology solution, we’re meeting that demand on behalf of the geosciences community.”

Benefits of the Mobile Web Interface:
- User experience – specifically designed for handheld devices
- Optimal download speeds
- Device agnostic – works on iOS, Android™, Blackberry®, Windows Mobile, web enabled e-readers, etc.
- Configurable – users can customize their settings and display options
- Flexible – keep up with the latest research wherever you are
- Functional – instant search capabilities and intuitive navigation
- Productive – wireless, mobile web browsing is ubiquitous

“We’re excited that GSW has embraced the HighWire Mobile Solution. The solution provides an easy-to-read option for users on the go,” said Tom Rump, HighWire’s Managing Director. “Mobile technology is another strong piece in the puzzle that allows our affiliated publishers to better reach their intended audience – wherever, and whenever.”

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About GeoScienceWorld
In 2002, seven leading geoscience organizations discovered a need to create one platform for geoscientists worldwide to have access to the same research materials in the rapidly-changing pace of the geosciences industry. The only nonprofit collaborative in the earth sciences, GeoScienceWorld was created as a single electronic journal (eJournal) aggregate which is a one-stop shop and digital archive
for earth science researchers. GeoScienceWorld has provided electronic access to the journals and archives of more than 41 top-tier digital journals from 27 pre-eminent global publishers.  

[www.geoscienceworld.org](http://www.geoscienceworld.org)

**About HighWire**

At the forefront of strategic scholarly publishing, HighWire Press provides the latest in digital content development and hosting solutions to the scholarly community through its ground-breaking HighWire Open Platform. A division of the Stanford University Libraries, HighWire partners with influential societies, university presses, and other independent publishers, sharing ideas and innovations in publishing, and producing definitive online versions of high-impact, peer-reviewed journals, books, reference works, and other scholarly content. Since its inception in 1995, HighWire has embodied a commitment to helping publishers disseminate their content to the widest possible audience, facilitating the research communication process to meet the ever-changing needs of today's online and mobile readers.  

[http://highwire.stanford.edu](http://highwire.stanford.edu)  

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