

## HighWire Launches Six Mobile Web Sites in Collaboration with the American Heart Association

*Stanford, California - November 29, 2010*

HighWire Press is pleased to announce the launch of the HighWire Mobile Web Interface for six American Heart Association journals. The Mobile Web Interface is a publication website optimized for the small screen of smartphone devices. This is the first of a suite of mobile products from HighWire, which includes an iPhone and iPad full text app as well as a RSS-driven iPhone app and full text Amazon Kindle support. Users accessing sites through an iPhone or Droid smartphone will be detected and automatically sent the HighWire Mobile Web interface.

“Mobile usage of our sites is sharply on the rise. We wanted to improve the users’ experience, and we are very happy with the results,” says Heather Goodell, Director, Scientific Publishing, American Heart Association Journals. “HighWire helped us re-think and reformat the essence of the online journal to fit the small screen. The goal was to focus on key sections, in addition to the full text articles.”



Designed to streamline the use cases of “looking up and keeping up”, the mobile web interface offers the following features:

- Quick access to current issue and archives
- A simplified search page
- Personalization and authentication
- Strong publisher branding

“With an app-like experience enabled through a mobile browser, optimized sites fit well on the devices’ small screen without sacrificing full site functionality,” says John Sack, HighWire’s Director. “Users can quickly retrieve author information and citations, easily browse tables and figures, and search from within any page.”

The mobile sites are currently available for iPhone and Droid (iOS and Android OS) devices. Support for other mobile devices, such as the Blackberry and other smartphones will be added in future releases of the HighWire Mobile Web interface.

The AHA Circulation mobile sites can be found:

*Circulation: Heart Failure*  
*Circulation: Arrhythmia and Electrophysiology*  
*Circulation: Cardiovascular Genetics*  
*Circulation: Cardiovascular Imaging*  
*Circulation: Cardiovascular Interventions*  
*Circulation: Cardiovascular Quality and Outcomes*

[m.circheartfailure.ahajournals.org](http://m.circheartfailure.ahajournals.org)  
[m.circep.ahajournals.org](http://m.circep.ahajournals.org)  
[m.circgenetics.ahajournals.org](http://m.circgenetics.ahajournals.org)  
[m.circimaging.ahajournals.org](http://m.circimaging.ahajournals.org)  
[m.circinterventions.ahajournals.org](http://m.circinterventions.ahajournals.org)  
[m.circoutcomes.ahajournals.org](http://m.circoutcomes.ahajournals.org)

### **About AHA**

The American Heart Association is a national voluntary health agency whose mission is: "Building healthier lives, free of cardiovascular diseases and stroke." For more information about the American Heart Association, visit [americanheart.org](http://americanheart.org).

### **About HighWire Press**

At the forefront of strategic scholarly publishing for mobile, HighWire Press provides digital content development and hosting solutions to the scholarly publishing community. A division of the Stanford University Libraries since 1995, HighWire has partnered with influential societies, university presses and other publishers 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, such as mobile products. <http://highwire.stanford.edu>

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