

HighWire's Open Platform Empowers Publishers to Integrate and Co-develop

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The promise of HighWire's open and standards-based ePublishing platform is being realized as publishers have the tools to access, repurpose and integrate content within and beyond their HighWire-hosted publications.

“Publishers want to be able to connect and collect content both within their traditional online publications, such as journals, and across their other digital assets, such as education, conference, and training materials,” said John Sack, Founding Director of HighWire. “Being on a truly open platform is fostering a new era of creative re-productizing which will enable new means of making content visible, discoverable, and monetizable.”

Built into and layered on top of HighWire's H2O platform are key toolsets:

- The Integration Toolkit: APIs and feeds that enable publishers to push and pull content within and across platforms
- The HighWire Drupal Module: an open-source web framework and lightweight content management system layered on top of the HighWire platform offers publishers a shared set of web development tools and deep access to content
- HighWire Mobile: a full suite of mobile web and apps, designed specifically for the iPad, and iPhone, plus mobile-optimized web publication and CME/CE sites that work across all smartphones
- The Widget Construction Kit: a publishing-specific widget-maker, customized to each publisher's RSS feeds, offering total control over branding and appearance to create novel and useful widgets to disseminate content across the web
- True Co-development: for publishers with experienced technical resources, the open platform combined with Drupal's tools allows publisher staff as much hands-on control of their sites as they want

“Today's digital publishing program requires a fundamental shift in the way publishers think about hosting scholarly content,” said Tom Rump, HighWire's Managing Director. “HighWire has made available a decentralized ‘beyond web’ experience for publishers looking to engage their audience, wherever, whenever they do their work.”

An example of this new program of engagement is the ability for HighWire affiliated publishers to create minisites, or subject portals, designed to reach niche audiences. HighWire's templated processes, maintained with the open source tools in Drupal, will help publishers repurpose their content, experiment and customize a site more easily and be responsive to their reader's needs.

The widget construction kit allows publishers to take existing feeds from their latest news, hot articles, career postings, TOC's, collected topics, and most read content, and combine them on a page with society information, annual conference registration, and educational programs of interest to their membership, packaged and ready to sell. HighWire's program is based on the already highly acclaimed content they already produce, and offers the ability to link a disparate set of digital assets into one logical space, or minisite.

About HighWire

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 and mobile readers.

<http://highwire.stanford.edu>