



## Press Release

### **HighWire Press partners with TEMIS to semantically enrich Publishers' Content**

*This strategic agreement between two leaders enables HighWire to offer superb discoverability and productization to its customers in the highest quality semantically-enabled open publishing platform.*

**Stanford, CA, USA and London, UK – October 25, 2011** – HighWire Press, the industry leader in the provision of high quality hosting and web publishing platforms to scholarly publishers around the world, and TEMIS, leading provider of Semantic Content Enrichment solutions for the Enterprise, announced today they entered into a strategic technology and business partnership. Under the agreement, HighWire will integrate the full suite of Luxid® software within its ePublishing Platform to provide automated content annotation, enrichment and linking to its customers. "The best platform for scholarly publishing just got better," said HighWire's Managing Director, Tom Rump.

End users have become much more sophisticated in their online information requirements and are demanding easier and more efficient ways of locating the most relevant information. Furthermore, publishers need to strengthen and differentiate their value proposition in order to increase customer satisfaction and retention. They are looking for ways to increase the value derived from their content by creating innovative online products targeted at specific professional audiences. Semantic content enrichment has become the strategic means to achieve these objectives.

"Stanford's HighWire leads the industry in discoverability, leveraging its long relationship with Google," said HighWire's Founding Director, John Sack. "This new partnership allows us to increase discoverability inside the platform with richer metadata and outside the platform by connecting to the semantic web. The broad discipline coverage and the complete suite of customization tools offered by Luxid® give HighWire's publishers the opportunity to access the full scope of the industry's most advanced semantic toolset. Also, while Luxid® can effectively tag content using taxonomies, it also performs advanced semantic analysis to identify the new discoveries happening on the cutting edge of research, those that our publishers value the most."

Managing Director, Tom Rump continued, "Luxid® marries well with our new tools for rapid product presentation and content aggregation. They'll enable publishers using HighWire's open platform to quickly develop new products and deliver them to market, whether on the web or mobile. It allows us to advance the intellectual and commercial interests of scholarly publishers, by having content reach its full potential and its full audience."

"HighWire's open and scalable platform is perfectly poised to fully leverage our semantic content enrichment solution," said TEMIS' CEO, Eric Brégrand. "The market-leading Luxid® Content Enrichment Platform provides significantly deeper insights into content than taxonomy-only solutions can. By combining it with HighWire's ePublishing solution, we are extending to the larger STM publishing community the full power of semantics and the highest standards of user experience."

### **About Luxid®**

Luxid® automates the semantic enrichment of unstructured content, producing metadata that boosts the relevance of search engines and enables powerful content navigation features such as facets, similar document recommendations and semantic links to structured knowledge that enhance the end-user experience on online portals and drive increased usage. Semantic metadata can also be used to efficiently develop new products such as specialized topical collections and knowledge bases for additional revenue streams.

### **About HighWire Press**

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

### **About TEMIS**

TEMIS is the leading provider of Text Analytics-based semantic content enrichment solutions, turning unstructured data into actionable knowledge, enabling advanced content analysis and strategic information discovery. Its flagship Content Enrichment solution Luxid® automatically associates value-added metadata to content.

TEMIS' innovative solutions address the needs of publishers as well as Enterprises and have attracted the business of leading organizations such as AAAS, Agence France-Presse, BASF, Editions Lefebvre-Sarrut, Elsevier, Merck Serono, National Agricultural Library, Nature Publishing Group, Novartis, Philip Morris International, Sanofi-aventis, Simon & Schuster, Springer Science+Business Media, The McGraw-Hill Companies, Thieme and Thomson Reuters. Founded in 2000, TEMIS operates in the United States, Canada, UK, France and Germany, and is represented worldwide through its network of certified partners.

<http://www.temis.com>

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