



FOR IMMEDIATE RELEASE

## HighWire Launches Fresh Image

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HighWire is pleased to announce the launch of its updated website. As the premier online hosting platform and source of the original content for nearly 1300 scholarly publications, the HighWire Portal has been a hub for search and browse for many years, as well as a centralized place for librarians to manage their online accounts. The new Portal offers the same functionality with a clean new design and streamlined organization.

The new HighWire portal design has useful information and functionality for each of the three main constituents who use HighWire's site – researchers, librarians and publishers.

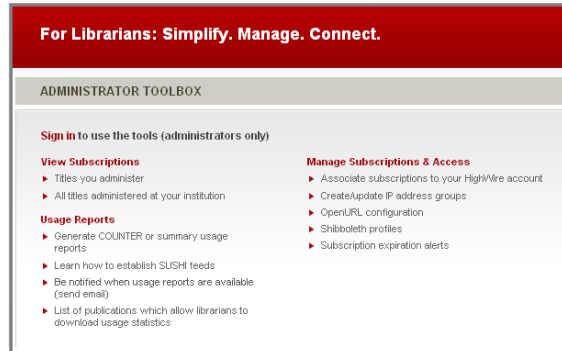
- For researchers, all the great search, browse and refinement tools are still available, only now with a condensed 'one-box' search option and summary of tools.
- For librarians, the portal continues to offer cross-publisher account administration tools, one-stop COUNTER3-compliant usage reports, downloadable A to Z lists of all HighWire-hosted publications and useful information about the publications HighWire hosts. Only now, the site is more cleanly organized into relevant sections.
- For publishers, the new portal offers more in-depth information on who HighWire is, highlighting its cutting edge technology, unique community, and outstanding service. A password protected area offers publishers currently hosted by HighWire an insider's section, including the HighWire Publishers' Forum, where trends and topics of the day are discussed, access to HighWire Academy training classes, archived publishers' meeting presentations, as well as benchmarking and other cross-publisher studies and tools.



"As we expand the HighWire epublishing platform which hosts leading publications, it is important to ensure that our own HighWire portal remains updated and useful." said John Sack, HighWire's Director. "The HighWire portal is a functional resource for scholars as well as a tool for librarians to ease their workload while maintaining multiple accounts. We decided to take this opportunity to update our image, and also to expand our message to the publishers whom we support. "

While there is a substantial change to the look of the HighWire portal, the great functionality remains, including all the unique-to-HighWire features: cross publisher searching, toll-free inter-publication linking, KeyWord in Context, Topic browsing and similar article apps, listing of free content according to publisher policies, in-depth and COUNTER compliant usage reports, and the ability to include PubMed in search results.

Librarians who manage subscriptions welcome the more intuitive organization of the new “For Librarians” section where useful lists and links are available. Researchers can see, in one section, a summary of all the search tools available to them. HighWire is known for working in partnership with societies, researchers and librarians as an integral part of the scholarly community.



The new HighWire portal design also showcases HighWire’s new logo. The new HighWire mark demonstrates the complexity of our business and the wide and varied audience that HighWire serves. HighWire takes information in - bits of code and data and important research in its raw form - processes and develops and integrates it all - and then cycles it out in an orderly new form where readers and information professionals can access it easily. And the cycle repeats itself thousands of times each day, 3.4 billion hits a month, with over 75 terabytes of data stored on the Stanford University servers.

## About HighWire Press (<http://highwire.stanford.edu>)

As the leading ePublishing platform, HighWire Press partners with independent scholarly publishers, societies, associations, and university presses to facilitate the digital dissemination of 1278 journals, reference works, books, and conference proceedings. HighWire also offers a complete manuscript submission, tracking, peer review, and publishing system for journal editors, Bench>Press. HighWire provides outstanding technology and support services, and fosters a dynamic and innovative community, enhancing the strengths of each of its members.

HighWire plays a unique role in the online publishing business, as part of an academic library, a first-class research institution, and an extension of the publishing world. HighWire is a partner and colleague to scholarly societies who value the quality and content of their journals and other materials. By working with HighWire, publishers gain the economies of scale and networking opportunities of working collaboratively in their business technology.

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