

## DOI SYSTEM MILESTONE ACHIEVED: Freeware Tools for Intellectual Property Management

Please note that this is an archived version of the original Press Release. The multiple resolution capabilities described in this press release remain available, but are no longer illustrated by any of the links contained herein.

Washington - Geneva, May 29, 2001. The International DOI Foundation (IDF) announced the release of tools to enable linking content to multiple resources on the Internet. The underlying feature of the DOI System, Multiple Resolution, is demonstrated below. This development is key to building commercial applications based on the DOI System to manage intellectual property. (Run cursor over hyperlinks below.)

- Imagine you're the manager of an Internet company reading a story online in the *"Wall Street Journal"* written by Stacey E. Bressler, a co-author of *Communities of Commerce*, and at the end of the story there is a link to [purchase options](#) for the book.
- Now imagine you are an online retailer, a syndicator or a reporter for an online news service and you are reading a review in *"Publishers Weekly"* about *Communities of Commerce* and you run across a link to [related resources](#).
- And imagine you are in Buenos Aires, and in an online publication you encounter a link to *"D-Lib Magazine"*, an electronic journal produced in Washington, D.C. which offers you [locale-specific choices](#) for downloading an article.

The above examples demonstrate how multiple resolution can present you with a list of links from within an electronic document or page. The links beneath the labels -- URLs and email addresses -- would all be stored in the DOI System, and multiple resolution means any or all of those links can be displayed for you to select from in one menu. Any combination of links to related resources can be included in these menus.

Capable of providing much richer experiences than single resolution to a URL, Multiple Resolution operates on the premise that content, not its location, is identified. In other words, *where* content and related resources reside is secondary information. Multiple Resolution enables content owners and distributors to identify their intellectual property with bound collections of related resources at a hyperlink's point of departure, instead of requiring a user to leave the page to go to a new location for further information.

A content owner controls and manages all the related resources in each of these menus and can determine which information is accessible to each business partner within the supply chain. When an administrator changes any facet of this information, the change is simultaneous on all internal networks and the Internet. A DOI is a permanent identifier, analogous to a telephone number for life, so tomorrow and years from now a user can locate the product and related

NOTE: This is a static web page which is only meant to illustrate some of the functionality that can be offered by using the DOI. This is not a live demonstration of multiple resolution which queries the DOI System for current DOI data each time a page is displayed. This mock-up illustrates only one of many ways in which multiple resolution can be implemented.

This example demonstrates use of a DOI in a text-based environment, however multiple resolution can function similarly with audio-, image-, and moving image-based content.

(The adjacent examples will not display properly yet under Netscape Version 6.)

resources wherever they may have been moved or archived to.

A panel including McGraw-Hill, Random House, Pearson Education and Content Directions demonstrated [a live version of multiple resolution](#) at Book Expo America on 31 May 2001; also presented at the event was "[The Digital Object Identifier: The Keystone for Digital Rights Management](#)", a paper prepared by the Software & Information Industry Association (SIIA).

For more information, contact the IDF at [contact@doi.org](mailto:contact@doi.org) or see "[New Resolution Capabilities in the DOI System](#)"

## USA & KOREAN eBook DOI REGISTRATION AGENCIES APPOINTED

The International DOI Foundation appointed Content Directions and Enpia Systems to become [DOI Registration Agencies](#) (RAs) to serve the ebook marketplace. Both companies along with CrossRef, the first Registration Agency serving the journal industry, are developing business models in concert with standards organizations, content producers and service providers in the DOI Registration Agency Working Group. Like CrossRef, both CDI and Enpia are also active participants in the DOI-eBook working group, established to advance the trade and sale of multimedia intellectual property included in eBooks. Additional Registration Agencies are currently under review; acceptance will be determined if interested parties meet the [Registration Agency application requirements](#).

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The DOI is a system for interoperably identifying and exchanging intellectual property in the digital environment. A DOI assigned to content enhances a content producer's ability to trade electronically. It provides a framework for managing content in any form at any level of granularity, for linking customers with content suppliers, for facilitating electronic commerce, and enabling automated copyright management for all types of media. The International DOI Foundation, a non-profit organization, manages development, policy and licensing of the DOI to registration agencies and technology providers and advises on usage and development of related services and technologies. The DOI system uses open standards with a standard syntax (ANSI/NISO Z39.84) and is currently being used by leading international technology and content organizations.

This is a service announcement for the International Digital Object Identifier foundation and has been prepared to increase your awareness about important developments to enable digital copyright management of intellectual property. For more information, please contact [info@doi.org](mailto:info@doi.org).

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**To demonstrate the DOI System** and its underlying [Handle System®](#) technology, DOIs are used to identify the IDF's papers and other published material. The underlined text linking to the documents contains DOIs embedded in URLs that are resolved using a proxy server. They work with any browser.

The small blue buttons --  -- accompanying those links represent DOIs. Navigating with DOIs requires that the [CNRI Handle System Resolver](#) web browser plug-in be installed on your computer.

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