

Washington - Geneva, September 26, 2001.

## **FRANKFURT UNVEILING OF "HOW TO" COMMERCIALY IMPLEMENT DOI**

**Frankfurt Book Fair (October 10, 2001 9:30-12:00PM Europa Room, Hall 4.0)**

Three official DOI Registration Agencies will demonstrate "How To":

- register for a DOI Prefix and apply DOIs to content
- make every hyperlink a sales opportunity
- track usage of electronic content
- protect copyright using DOI with DRM technologies
- use DOIs to combine text, images and audio for ebooks
- cross-link content on the Internet
- link to copies of publications on different servers
- point to different formats of a publication
- point to services associated with publications

DOI Registration Agencies-CrossRef (USA), Content Directions (USA) and Enpia Systems (Korea) will unveil services that enable publishers to commercially exploit digital intellectual property in a legal, controllable, and easy to manage way. The demonstrations will focus on practical implementation. It is highly recommended that key executive personnel from business, sales and marketing departments attend at least relevant portions of this demonstration to learn how to "Get Started" and to obtain an Information Kit with pertinent basic DOI information. ([FRANKFURT DEMONSTRATION SCHEDULE](#))

Publishers can now use a DOI to control, trade and sell their content electronically while protecting copyright. The DOI is a tool for digital commerce of content and has widening acceptance by the music, broadcast and film industries along with interest from online news and sports media services.

Sharing information with partners in a value chain is essential to do business, but ownership of information, and location of electronic files, rights and related resources change frequently. Analogous to a bar code that identifies an object, a DOI permanently identifies a piece of intellectual property so it can be traded and sold independent from its physical location or URL address.

Profiting from digital content is risky business without a DOI. The DOI puts you in control of your content. You release a DOI to your partners, not the content. When you make a change to the content, immediately everyone everywhere accesses only the updated information. And when you decide to change third party service providers or upgrade your internal systems, you can afford to do so, because all related resources, from the ISBN to the latest review, are accessible via the DOIs.

## **FRANKFURT DEMONSTRATION SCHEDULE / DOI REGISTRATION AGENCIES**

**10-10:30AM - DOIs and Journal Publishing**

**CROSSREF**, a non profit organization, currently services 81 leading journal publishers with over 3.4 million DOIs. CrossRef issues prefixes, registers DOIs and associated metadata and assists publishers to establish links to copies of articles on different servers, point to different formats for an article, make connections between articles, and provide pointers to services associated with an article. Any publisher of primary research material can become a member of CrossRef. Affiliate access to a database of journal metadata and associated DOIs is also available to libraries, secondary publishers, aggregators, and researchers in the digital library arena.

**Contact: Amy Brand, [abrand@crossref.org](mailto:abrand@crossref.org).**

### **10:30-11:00AM - DOIs and Book Publishing**

**CONTENT DIRECTIONS (CDI)** implements the DOI across all sectors of publishing, issues prefixes, registers DOIs and associated metadata and develops applications that support tracking, distribution, copyright protection, and e-commerce. CDI also supports service vendors implementing the DOI to reduce costs and improve operations throughout the entire life cycle of content production, management, syndication, distribution, sale, royalty tracking, and digital rights management.

**Contact: David Sidman, [info@contentdirections.com](mailto:info@contentdirections.com).**

### **11:00-11:30AM - DOIs and non-English Language Publishing**

**ENPIA SYSTEMS** is a leading distributor of electronic content in Asia for the systematic and efficient management of the trade and sale of digital copyright protected content and eBooks. Enpia administers the allocation of DOIs and effective associated DRM services, an eBook Bibliography Information Database to provide metadata to distributors and consumers, and a search engine and linking service to enable cross linking of content between eBooks.

**Contact: Edward Ju, [jcm@enpia.co.kr](mailto:jcm@enpia.co.kr).**

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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 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 you 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](#)**<sup>®</sup> 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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