
MPS Technologies launch BookStore Academic

London, 4th August 2008

MPS Technologies have launched BookStore Academic which will give academic publishers new ways to sell and package their eBook content, and provide their end-users with state-of-the-art research tools. BookStore Academic has been specifically designed to benefit academic publishers and forms a further module of MPS Technologies' digital content platform, BookStore, that stores, displays and sells eBook content.

BookStore Academic allows publishers to sell site licences to institutions and to give their end-users a suite of tools which include saved searches and a note taking and citation facility. End-users benefit further by being able to form research groups, share reading lists and notes and buy content at chapter or section level.

Mary Etta Burt, BookStore Product Manager said *"We are extremely excited to be able to provide the academic publishing community with this new module of BookStore. BookStore Academic dramatically expands the options available to our clients whether selling to individuals or institutions. We are eager to continue working with the library community to develop our products to fit their needs"*.

BookStore Academic can be viewed in action via The American Institute of Aeronautics and Astronautics (AIAA) website at <http://ebooks.aiaa.org>. BookStore Academic was chosen by the AIAA to market, sell, and distribute 130 of their titles to students and researchers in colleges and libraries to give them access to AIAA titles in eBook format for the first time ever.

"We are particularly excited about making the out-of-print Progress in Aeronautics and Astronautics series titles widely available once more, as well as gaining new exposure for authors. AIAA eBook content will be available at chapter level in addition to the complete e-book. This flexibility enables us to offer bundled subject-related content in the near future" said Rodger Williams, Director of Publications at AIAA.

About MPS Technologies

MPS Technologies (www.mpstechnologies.com) provides a range of technology-driven services designed to support the information industry. Services include BookStore, BookStore Discovery, and JournalStore.

About AIAA

AIAA advances the state of aerospace science, engineering, and technological leadership. Headquartered in suburban Washington, D.C., the Institute serves over 35,000 members in 65 regional sections and 79 countries. AIAA membership is drawn from all levels of industry, academia, private research organizations, and government. For more information, visit www.aiaa.org.

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