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## **MPS Technologies' BookStore Platform Successfully Completes ACAP Pilot Scheme**

*London, 28th January 2008*

MPS Technologies' eBook platform, BookStore, had been successfully used as part of the intense 12 month ACAP pilot scheme that is set to revolutionise the relationship between publishers and search engines. ACAP is a protocol that works with search engines to protect publishers who wish to make their content available on the worldwide web.

BookStore is the digital content platform from MPS Technologies that stores, displays and sells eBook content on behalf of publishers. BookStore enables publishers to make their content available online and ensures that it is easier to find by end-users via search engines.

MPS Technologies developed a test BookStore site for the ACAP pilot - the only publisher participant to focus on eBooks - and made a significant contribution to the resounding success of the project which reported on the pilot in New York last month.

David Sommer, Commercial Director of MPS Technologies said *"We are delighted to be associated with this groundbreaking project that enables publishers and search engines to work together harmoniously. The success of the project will also significantly contribute towards the growing popularity of eBooks worldwide"*

ACAP, developed by World Association of Newspapers, the International Publishers Association and the European Publishers Council in collaboration with publisher participants and search engines, will now encourage publishers to implement ACAP to allow them to express their individual access and use policies in a language that search engine 'crawlers' can read and understand.

Gavin O'Reilly, Chairman of W.A.N. said *"We have been working with the world leaders of the publishing industry on the ACAP pilot and were very grateful to have MPS Technologies and their BookStore platform involved with this project. This industry-wide initiative is the answer to publishers who previously had limited options on how to make their online content accessible. We call on all content providers to implement ACAP now. It takes a few minutes and will have no negative impact on the workings of your websites – but this will send out a strong message that you care about how your content is used online and that you would like the confidence to make more high-quality content available on the net."*

Annette Thomas – Chief Executive of Macmillan Group said *"Macmillan is pleased to support ACAP and participate in the pilot project. Macmillan publishes some of the world's leading journals and books, and we strive to make content as widely discoverable as possible. ACAP offers us an opportunity to express in granular detail the rights and permissions which govern how our content may be used, allowing our indexed content to reach the widest possible audience"*.

### **About MPS Technologies**

MPS Technologies provides a range of technology-driven products and services designed to support the information industry ([www.mpstechnologies.com](http://www.mpstechnologies.com)). Services include BookStore, BookStore Discovery, and JournalStore. MPS Technologies is part of the Macmillan group of companies.

## **About ACAP**

ACAP (Automated Content Access Protocol) is the result of an intensive year-long pilot project between international publishers and search engines to devise a new, open, universal standard for the automated expression of permissions online. ACAP is the initiative of The European Publishers Council, the World Association of Newspapers and the International Publishers Association, set up as a response to industry-wide calls for a new communications tool to allow content providers to manage their online content. The main objective of ACAP is not to obstruct but, on the contrary, to enable more high-quality content to be made available and to encourage investment and innovation in the digital publishing sector. ACAP is a highly collaborative project and input from anyone with an interest in this area is encouraged to make their views known. Detailed information, including simple instructions on how to implement ACAP can be found at [www.the-acap.org](http://www.the-acap.org)

## **Media contacts**

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