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## **Versita Selects MPS Technologies to Build e-Content Platforms in Central and Eastern Europe**

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Leading Central and Eastern European scientific publisher Versita has partnered with MPS Technologies to implement the MPS ContentStore platform for launching and developing their new digital business. Versita is building localized platforms, which will put them at the forefront of online publishing in Central and Eastern Europe. MPS' ContentStore platform will catapult Versita to markets beyond the STM segment, integrating and expanding their existing content business to become a leading e-publisher and e-content distribution platform serving the academic and professional information markets.

ContentStore provides an end-to-end solution for publishers to aggregate, sell and distribute eBook, journal, database and news content. Versita has selected the BookStore Academic module of ContentStore to disseminate valuable information to individual researchers, libraries and other organizations.

Jacek Ciesielski CEO of Versita said: "We are delighted to have signed this agreement with MPS Technologies. We believe its technology will help us build localized e-content hosting and distribution platforms in the countries of Central and Eastern Europe. Versita intends to become the leading host and distributor of electronic books and journals for the STM, academic and professional markets in the region".

Versita, established in 2001, is fast becoming the leading scientific publisher in Central and Eastern Europe. They publish science journals based in Central and Eastern Europe, many of which are co-published with Springer. Besides publishing, Versita also offers publishing and e-publishing technology services to societies, institutes, universities and other scientific publishers.

Ravi Singh, CEO of MPS Technologies said: "We are pleased to form a strategic partnership with Versita. Given our successful track record in electronic content delivery in multiple languages, we are confident in helping Versita serve customers who wish to read content in Polish, Czech, Russian and other Eastern European languages"

### **About MPS Technologies**

MPS Technologies ([www.mpstechnologies.com](http://www.mpstechnologies.com)) provides a range of technology-driven products and services designed to support the information industry. Company has developed flexible platforms like ContentStore, BookStore Discovery and MPS Insight, which customers may use in a number of different, integrated capacities

### **About VERSITA**

Versita ([www.versita.com](http://www.versita.com)) is a leading scientific publisher and e-publishing technology provide to other scientific publishers in Central and Eastern Europe. Now, Versita also intends to become the leading host and distributor of electronic books and journals for the STM, academic and professional markets in Central and Eastern Europe.