

## Springer choose MPS Technologies to help reach new markets

London, 28<sup>th</sup> November, 2007 – for immediate release

As part of their continued commitment to quality of service, journal publishers Springer have chosen MPS Technologies' breakthrough JournalStore platform as their online journal platform provider for Springer Protocols. The partnership will ensure that Springer's market-leading content will be more discoverable by a broader audience and will provide their end-users with access to content in new ways.



Olaf Ernst, President of eProduct Management & Innovation at Springer said *"The JournalStore platform offers unique, industry-leading features and provides us with the technology solution we need to meet our objectives. MPS Technologies have proved an excellent partner to work with. We have been extremely impressed with their quality of service, enthusiasm and professionalism."*

JournalStore, which will be officially launched at London Online next week, uses cutting-edge technology to allow journal publishers to maximise the online revenue opportunities of their journal content. JournalStore will enable Springer to widen their readership by enhancing their content's discoverability, and will fully integrate their branding.

JournalStore offers publishers multiple business models to work with including site licences, subscriptions, pay-per-view, token based access and free access, in any combination. End-users are alerted to new content via RSS feeds and TOC email alerts.

*"We're excited about this partnership with MPS Technologies as the advanced functionalities and features provided by JournalStore enable us to access a broader customer base and deliver our market-leading protocol content. We are very pleased to be working side-by-side with MPS Technologies to build a user-centric vehicle for the benefit of Springer Protocols users worldwide."* said Ray Colon, General Manager of Springer/Humana Press.



Ravi Singh, CEO of MPS Technologies said *"I am delighted at the collaboration between our businesses. Springer represents a prestigious addition to the 170 clients we serve. This partnership will ensure that Springer's protocol content is used by new audiences globally"*.

### **Notes to Editor:**

#### **About MPS Technologies**

MPS Technologies ([www.mpstechnologies.com](http://www.mpstechnologies.com)) provides a range of integrated technology driven solutions designed to support the information industry. Services include the content platforms BookStore, BookStore Discovery and JournalStore that specialise in discoverability, access and purchase. MPS Technologies is part of the Macmillan group of companies

#### **About Springer**

Springer Science & Business Media ([www.springer.com](http://www.springer.com)) is one of the world's leading suppliers of scientific and specialist literature. It is the second-largest publisher of journals in the science, technology, and medicine (STM) sector, the largest publisher of STM books and the largest business-to-business publisher in the German-language area. The group publishes over 1,700 journals and more than 5,500 new books a year, as well as the largest STM eBook Collection worldwide. Springer has operations in about 20 countries in Europe, the USA, and Asia, and some 5,000 employees. In 2006, it generated annual sales of around EUR 924 million. Humana Press is a part of Springer Science & Business Media.

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