



Press Release

AAAS/*Science* Selects TEMIS for Semantics Content Enrichment Project with HighWire

*The American Association for the Advancement of Science
Enhances Search Experience and Linking of Content.*

Washington DC, New York, Palo Alto, USA – April 7, 2011 – The American Association for the Advancement of Science (AAAS) announced its decision to work with its ePublishing partner, HighWire Press, and TEMIS, leading provider of semantic content enrichment solutions for the Enterprise, to offer a new, integrated, semantically fueled digital publishing program.

A global leader in Scientific, Technical and Medical publishing, AAAS is the Washington, DC-based publisher of the renowned journal *Science*, an international publication with an estimated total readership of one million. The goal of this strategic project is an enhanced online destination incorporating the prestigious content of the *Science* family of Web sites, plus a number of other digital assets under the AAAS umbrella.

“We wanted a flexible and portable semantics solution that could plug into *Science* and our other research content on HighWire as well as pull in other elements from our organization, such as breaking news and information on careers in science,” said Deborah Rivera-Wienhold, Director of Business Operations, AAAS. “TEMIS’s impressive suite of tools for analyzing and leveraging content seemed ideal for our requirements to better serve our community by offering a unified and faceted user experience.”

TEMIS provides an enterprise-wide solution in content enrichment that can be extended to a variety of digital assets. “By making online information products more compelling, Luxid® for Content Enrichment Platform helps engage, retain and cross-sell to publishers’ audiences,” said Guillaume Mazieres, TEMIS’s Executive Vice president for North American Operations. “We’re thrilled to work with AAAS to make their highly respected content even more valuable to their broad community of users. HighWire’s open and scalable platform is perfectly poised to leverage our semantic enrichment on behalf of *Science* and AAAS.”

The AAAS project is part of a larger undertaking touching many areas of AAAS’ business, including the broad rubric of content enrichment. “Our goal is to figure out how to make our content more format-agnostic and self-aware,” said Stewart Wills, *Science*’s Editorial Director for Web and New Media. “We’re focusing on ways to add value for authors through efficient handling of papers and articles, for advertisers through improved business intelligence, and ultimately for users through new serendipity and discovery tools to help them manage today’s information glut.”

TEMIS’s solution for Semantic Content Enrichment, Luxid®, will play a pivotal role in AAAS’s plans to better align advertising and marketing activities with its editorial products, improve linkage of a variety of content, enhance search across its daily workflow and archives, and ultimately drive membership and revenues.

Luxid® automates the semantic enrichment of unstructured content, producing metadata that help search engines return more relevant results. It creates “facets” which are used to further explore the search engine’s results. Luxid® also connects content, creating a network of semantic ties between documents. This enables the suggesting of related and similar documents, furthering the process of knowledge recommendation.

HighWire has offered semantically-driven features and services for publishers for over 10 years. HighWire facilitates discoverability both through their long-standing, custom taxonomic and development efforts and through the integration of third party solutions, such as TEMIS.

“We are extending the boundaries of HighWire’s open platform through an integration tool kit, emphasizing connectedness in many forms, including semantics,” said John Sack, HighWire’s Director. “We are enthusiastic about helping publishers collect and connect content across many different repositories and look forward to working with AAAS and TEMIS on this important project.”

--- ---

About AAAS/Science

The American Association for the Advancement of Science (AAAS) is the world’s largest general scientific society and publisher of the journal *Science* (www.sciencemag.org) as well as *Science Translational Medicine* (www.sciencetranslationalmedicine.org) and *Science Signaling* (www.sciencesignaling.org). AAAS was founded in 1848 and includes some 262 affiliated societies and academies of science, serving 10 million individuals. *Science* has the largest paid circulation of any peer-reviewed general science journal in the world, with an estimated total readership of 1 million. The non-profit AAAS (www.aaas.org) is open to all and fulfills its mission to “advance science and serve society” through initiatives in science policy; international programs; science education; and more. For the latest research news, log onto EurekAlert!, www.eurekalert.org, the premier science-news Web site, a service of AAAS. See www.aaas.org

About TEMIS

TEMIS is the leading provider of Text Analytics-based content enrichment software, turning unstructured data into actionable knowledge, enabling advanced content analysis and strategic information discovery.

Its Content Enrichment solution Luxid® automatically associates value-added metadata to contents. Luxid® addresses the needs of publishers as well as Enterprises, enabling contents connection and information search optimization.

Founded in 2000, TEMIS operates in the United States, Canada, UK, France and Germany, and is represented worldwide through its network of certified partners.

TEMIS’ innovative solutions have attracted the business of leading organizations such as AAAS (American Association for the Advancement of Science), Agence France-Presse, BASF, Bayer Schering Pharma, BNA (Bureau of National Affairs), CARMA International, Editions Lefebvre-Sarrut, Elsevier, EMC, Europol, French Ministry of Defence, French Ministry of Finance, Ingenuity, Merck Serono, Nature Publishing Group, Novartis, Philip Morris International, Sanofi-aventis, Simon & Schuster, Springer Science+Business Media, The McGraw-Hill Companies, and Thomson Reuters.

www.temis.com

tagline.temis.com

About HighWire Press

At the forefront of strategic scholarly publishing, HighWire Press provides digital content development and hosting solutions to the scholarly publishing community. A division of the Stanford University Libraries, HighWire has partnered with influential societies, university presses, and other publishers since 1995 to produce the definitive online versions of high-impact, peer-reviewed journals, books, reference works, and other scholarly content. The distinguished HighWire

community shares ideas and innovations in publishing through regular meetings, an active discussion forum, and through the service of its highly qualified staff.

The underlying infrastructure of HighWire's electronic publishing platform is Web-services-oriented, flexible, and permeable, allowing publishers to easily layer new software and services to their sites that will meet the ever-changing needs of today's online readers. **highwire.stanford.edu**

Press Contacts

AAAS, the Science Society

Ginger Pinholster
Director, Office of Public
Programs
T. +1 (202) 326-6421
gpinhols(a)aaas.org

TEMIS

Martine Falhon
Corporate Communications
T. +33 (0)4 56 38 24 03
martine.falhon(a)temis.com

HighWire Press

Bonnie Zavon
Public Relations Officer
HighWire Press
T. +1. (650) 723-0522
Bzavon(a)stanford.edu