



Media contact: Beth Dempsey

beth.dempsey@proquest.com or (248) 915-8160

ProQuest at ALA Midwinter 2012

News and updates for press

Enclosed is a guide for journalists to ProQuest's news at the American Library Association's 2012 Midwinter Conference. A quick scan of the enclosed press releases shows ProQuest's unflagging drive to advance serious research around the world. From mobile optimization of its groundbreaking, user-oriented research environment to its unique content agreements that make essential archives easy to discover and use, ProQuest partners with libraries to tackle the demands of their users and secure their role as the starting point for research.

News:

- With its content-unifying new **platform** in place in 90% of its customers' organizations, ProQuest unveils plans for **mobile optimization that will enable users to engage in a powerful research environment from smart phones and tablets.**
- ProQuest's initiative is just one of a series of **mobile programs across the company's business units.** Read about mobile technology at **ebrary, Bowker, Serials Solutions** and **RefWorks.**
- The first digital access to the **archives of the NAACP launches in April** adding to ProQuest's rich, historical content that chronicles the American experience from multiple perspectives.
- Further, the unique news lens of the **Christian Science Monitor's news archive remains accessible through the extension of its long-standing distribution agreement with ProQuest.**
- **RefWorks launches version 2.0 of its interface,** with user-driven enhancements to its popular **Write-N-Cite** feature, including Mac compatibility.
- **About ProQuest**



For immediate release

Media Contact: North America

Beth Dempsey, for ProQuest

T: +1 248-349-7810

beth.dempsey@proquest.com

<mailto:beth.dempsey@proquest.com>

ProQuest Goes Mobile

As first phase of overall platform rollout completes, ProQuest reveals rich enhancements

January 20, 2012 (ANN ARBOR, Mich.) -- Libraries can offer their users a powerful research environment that goes where they are when ProQuest introduces a mobile interface for its new platform in the first half of 2012. The ability to discover, manage and share ProQuest's unique content via smart phones and tablets is part of a series of enhancements launching as the company completes the first phase of its platform roll-out. It's also one of a variety of mobile initiatives underway across the ProQuest enterprise, including a new dedicated mobile app from ebrary for the iPad®, iPhone® and iPod touch®.

"From the beginning we've set out to create an experience for the end-user that makes the library the best, most satisfying source for research," said Tim Babbitt, Senior Vice-President, ProQuest® Platforms.

"Researchers, especially students, tell us mobile is an essential element of the flexibility they expect from the library. It brings the library to where they are working."

The ProQuest® interface will automatically optimize for any user tapping in from a phone or tablet. The ebrary® app provides optimized on- and off-line access to e-books, content uploaded to ebrary's platform by librarians with DASH!™ (Data Sharing, Fast), and an end-user's own personal research from other sources. Future plans are to integrate the ProQuest® and ebrary® tools.

“The ebrary® app is focused on providing the best mobile experience to use ebooks and content uploaded by the library to the ebrary platform,” explained Mr. Babbitt. “Whereas, the ProQuest® mobile initiative optimizes the broad discovery and use of content. Working with users, we’ll continue to iterate to the best of overall experience, with innovative functionality around specific content, like ebooks.”

ProQuest introduced its groundbreaking, unified platform in 2010, enabling libraries to explore it and plan for the change at their own pace. Built from the ground-up, the platform creates a research experience that supports the user at every stage of the research process, from discovery to collaboration to output. About 90% of ProQuest’s customers around the world have now adopted it, with the balance migrating in 2012. With a critical mass of users now accessing the environment, ProQuest launched an intensive “voice of the user” feedback system. The company is using the feedback to identify areas for improvement to the research experience, analyze the unique habits of different segments of users and tap a continuous stream of direct comments and ratings. Consistently, users connect their satisfaction to the breadth of content available and the ability to navigate it easily. “In a competitive information environment, users are in the driver’s seat,” said Mr. Babbitt. “We’re keenly aware of that at ProQuest and are committed to supporting the library by ensuring their users are genuinely satisfied.”

To learn more, visit www.proquest.com.



Mobile Across ProQuest

Initiatives at business units take the library to where their users work

Mobile access is becoming an increasingly essential component in library service to users, especially researchers. Research from ProQuest's business unit ebrary shows that 60% of student researchers rate downloading e-books onto mobile devices as "very important" – a 20 percent increase over 2008. And beyond e-books, researchers expect connections to content, wherever they work.

ProQuest and its businesses are committed to helping libraries meet the mobile needs of their users with a variety of options.

At **ProQuest**, the ability to discover, manage and share the company's unique content via smart phones and tablets launches in beta as the company completes the first phase of its platform roll-out. The ProQuest® interface will automatically optimize for the access device.

At **ebrary**, a new dedicated mobile app for the iPad®, iPhone® and iPod touch® will enable researchers to access authoritative content from a number of sources – both online and offline. With the ebrary® free app, researchers have an optimized way to experience e-books from leading publishers. Further, content that is uploaded by their library and integrated on the ebrary® platform with DASH!™ (Data Sharing, Fast) -- a feature of many ebrary® products including Academic Complete™ -- and their own PDF documents can also be used in a mobile environment.

Bowker is developing *Stacks*™, a mobile app for iPhone® that will allow subscribers to Books In Print® and RCLweb™ to scan a barcode or enter an ISBN, link to basic metadata in Books In Print and add items from their existing lists in Books In Print or RCLweb. Using the *Stacks* app, book buyers in a store, faculty office or at a trade show will be able to simply scan and save titles from Books In Print on the spot to their device. And collection weeding in libraries will happen right from the stacks, eliminating the need to cart books back to a desk for evaluation.

Serials Solutions Summon® award-winning discovery service is mobile optimized, creating powerful single point access to the breadth of library collections. Users can search virtually the entire library – print, electronic and everything in between – from their phones or tablets with near full discovery functionality including faceted navigation, pre-scoped searches, advanced searching and "did you mean?" spell check.

And at **RefWorks**, the RefMobile™ interface enables students and scholars to use the popular writing and citation tool anywhere through a mobile login that optimizes the RefWorks® services for the small screen.



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ProQuest to Release First Module of NAACP Archives in April

Information firm and civil rights organization work together to preserve archives and improve access

January 20, 2012 (ANN ARBOR, Mich.) – The first step in broad, digital access to the archives of the National Association for the Advancement of Colored People (NAACP) commences in April when ProQuest and the venerable civil rights organization release the first in a series of modules for libraries and researchers. ProQuest® *History Vault's NAACP Papers 1* will provide the first electronic access to files from the group's Board of Directors and Annual Conferences, as well as text of major speeches and national staff records.

Digital access is just one piece of a larger project to preserve the NAACP's valuable records. ProQuest is working with NAACP offices throughout America to implement best practices for selecting, cataloging, storing and handling of original documents.

"Preservation and access to important, unique and historic content are the very foundation of ProQuest's mission to support serious research," said Rod Gauvin, senior vice president and general manager of ProQuest Information Solutions, a business unit serving the library market. "When we combine this rich, foundational content with our powerful research tools that allow researchers to find, compare and share, we accelerate the ability to discover, synthesize and understand."

The NAACP archives are part of the rapidly expanding ProQuest® History Vault, which chronicles the American experience. For example, The Black Freedom Struggle in the 20th Century contains digitized documents from the founding of the National Association of Colored Women's Clubs at the close of the 19th century to the riots that followed the verdict in the Rodney King police brutality case in the 1990s. Upcoming modules provide access to primary sources that document other facets of African American life: *Slavery and the Law* (due in March); *Southern Life and African American History, 1775-1915, Plantations Records, Part 1* (due in June). Other collections of primary sources scheduled to release in 2012 include *American Politics and Society from JFK to Watergate, 1960-1975* (due in September), and *Struggle for Women's Rights, 1880-1990: Organizational Records* (due in December). Documents in History Vault are available for remote study and are supported by rich, intuitive search technology. Original archival arrangement schemes are preserved and PDFs of the original sources replicate the user experience of browsing through archive boxes, providing an unparalleled research experience for their students and faculty who would otherwise be unable to access materials held at geographically-dispersed archives.

History Vault's NAACP archives are part of ProQuest's vast portfolio of products that provide diverse viewpoints and lenses on news. The company's rich research resources also include Historical Black Newspapers, an archive of digitized African-American newspapers, Jewish Newspapers, a developing archive of historical Jewish American papers, and Black Studies Center, a digital core collection of primary and secondary sources that record and illuminate the Black experience, from ancient Africa through modern times.

To learn about ProQuest's mission to support serious research with important, unique content, visit www.proquest.com.



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**ProQuest and Christian Science Monitor Extend Agreement to Provide Content
from the Newspaper's Origin in 1908, Onward**

January 20, 2012 (ANN ARBOR, Mich.) -- From its inception in 1908, *The Christian Science Monitor* has delivered comprehensive and meaningful coverage of global issues in a uniquely independent voice. With the long-standing agreement between the venerable news organization and ProQuest just extended through 2013, researchers of all types can continue to confidently support their work with access to coverage that isn't influenced by corporate allegiances and pressures. The agreement extends across all types of media, enabling researchers to access it digitally -- in products such as ProQuest Historical Newspapers and Newsstand -- and in microfilm.

"The Christian Science Monitor is pleased to make available its rich content to libraries and researchers world-wide through ProQuest," said Norm Williams, General Manager, Content Sales, Global Markets. "We believe the Monitor's content -- which is known for being substantive, anchored in fact, balanced in viewpoint, consciousness-raising, and award-winning -- is uniquely valuable to the library and research communities which appreciate high-quality, fair-minded, deep, contextual, and explanatory journalism."

"The Christian Science Monitor and ProQuest were both founded on the premise of providing authoritative content to a global audience," said Rod Gauvin, senior vice president and general manager for ProQuest Information Solutions. "We have a great deal of respect for original thinkers and innovators, especially those with a penchant for providing forums for independent and alternative voices." The *Monitor's* founder, Mary Baker Eddy certainly qualifies. She launched her publication at the age of 87 after being provoked by Joseph Pulitzer's *New York World* newspaper for her unconventional religious ideas. To this day, her mission "To injure no man, but to bless all mankind" continues to help shape the *Monitor's* journalistic ideals and news coverage.

The Christian Science Monitor doesn't cover the latest antics of Hollywood starlets or the meltdowns of heralded sports heroes. Rather, it intentionally avoids sensational stories in favor of more meaningful content as evidenced with their seven Pulitzer Prizes and 14 Overseas Press Awards. With embedded journalists in 11 countries, including Russia, China, France, the U.K., South Africa, Mexico, and India, as well as throughout the U.S., the *Monitor* is a renowned news organization that views itself as a public service rather than as an extension of its ownership – that of The First Church of Christ, Scientist.

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RefWorks Responds to Users' Needs with New Version of Write-N-Cite

Full support of Mac environment among enhancements made to the citation tool so popular with student and professional researchers

January 20, 2012 (ANN ARBOR, Mich.) – What group could be more vocal than researchers searching for critical content on deadline? Those who still need to finish a classroom assignment or professional project with proper formatting. Many of those researchers are loyal users of Write-N-Cite, the popular citation tool that is part of the RefWorks® line of online research organization tools. They are returning to their campuses and offices after holiday break, just in time for a major enhancement.

At the top of the enhancement “wish list” was the ability to use Write-N-Cite in both Window and Mac environments. As a result, it can run on Word for Windows 2007 and 2010 as well as Word for Mac 2008 and 2011. Both platforms provide the same features and sharing documents between computers is as easy as opening a file, leveraging the strengths of a Cloud-based service for all users.

“RefWorks users have been increasingly vocal about the need for better citation authoring capabilities for the Mac. I am delighted the new Write-N-Cite does more than that by providing unprecedented reference integration, ease-of-use and interoperability across Windows and Mac platforms.” said Rich LaFauci, senior vice president and general manager of ProQuest Research Solutions.

The new release improves everything from formatting enhancements to brand new features. Citations now format automatically while a user works, and styles are updated on demand without any manual formatting; no need to wait until a paper is finished to see the citations. Plus, easy footnote management means not worrying about the details of styles like MLA, Chicago or more than 1,600 other output styles.

Users can work wherever they want - at home, in a dorm room, the library, an office, on a plane or subway car. The new version of Write-N-Cite supports seamless online/offline work and easy access to documents across Mac and Windows. Auto Sync folders allow users to see what they've cited when they aren't in their document. Finally, improved customization options and context-sensitive feedback ensure they can take full control of citations or leave it to the experts.

"We've long said that ProQuest is more than a content provider; just as important, we're a partner in the research process," said LaFauci. " We see the new Write-N-Cite as a major enhancement, and are looking forward to showing our users additional key innovations".



About ProQuest

ProQuest (www.proquest.com) connects people with vetted, reliable information. Key to serious research, the company has forged a 70-year reputation as a gateway to the world's knowledge – from dissertations to governmental and cultural archives to news, in all its forms. Its role is essential to libraries and other organizations whose missions depend on the management and delivery of complete, trustworthy information.

ProQuest's massive information pool is made accessible in research environments that accelerate productivity, empowering users to discover, create, and share knowledge.

An energetic, fast-growing organization, ProQuest includes the ProQuest®, Bowker®, Dialog®, ebrary®, and Serials Solutions® businesses and notable research tools such as the RefWorks®, and Pivot™ services, as well as its' Summon® web-scale discovery service. The company is headquartered in Ann Arbor, Michigan, with offices around the world.