

September 1995

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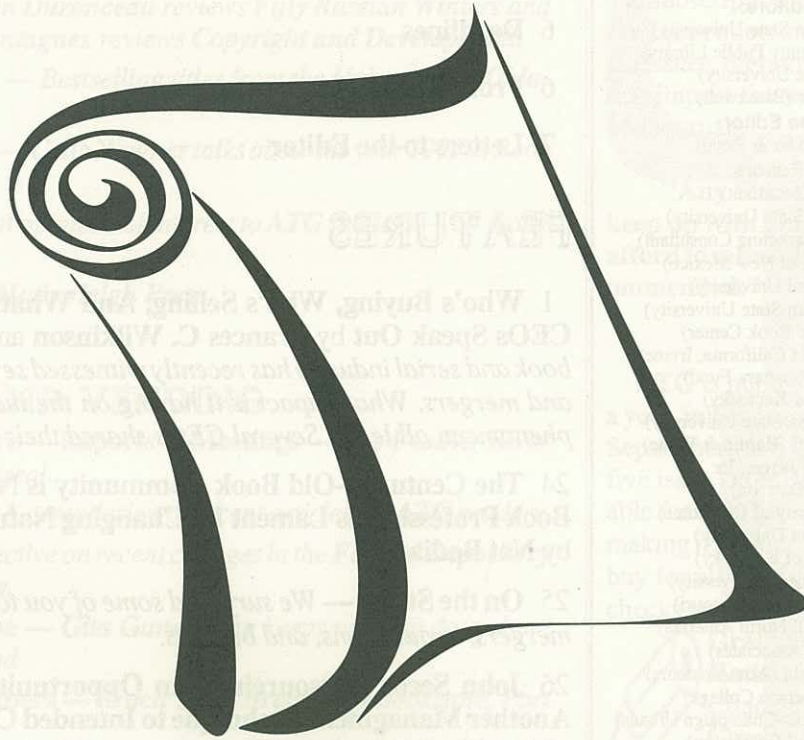
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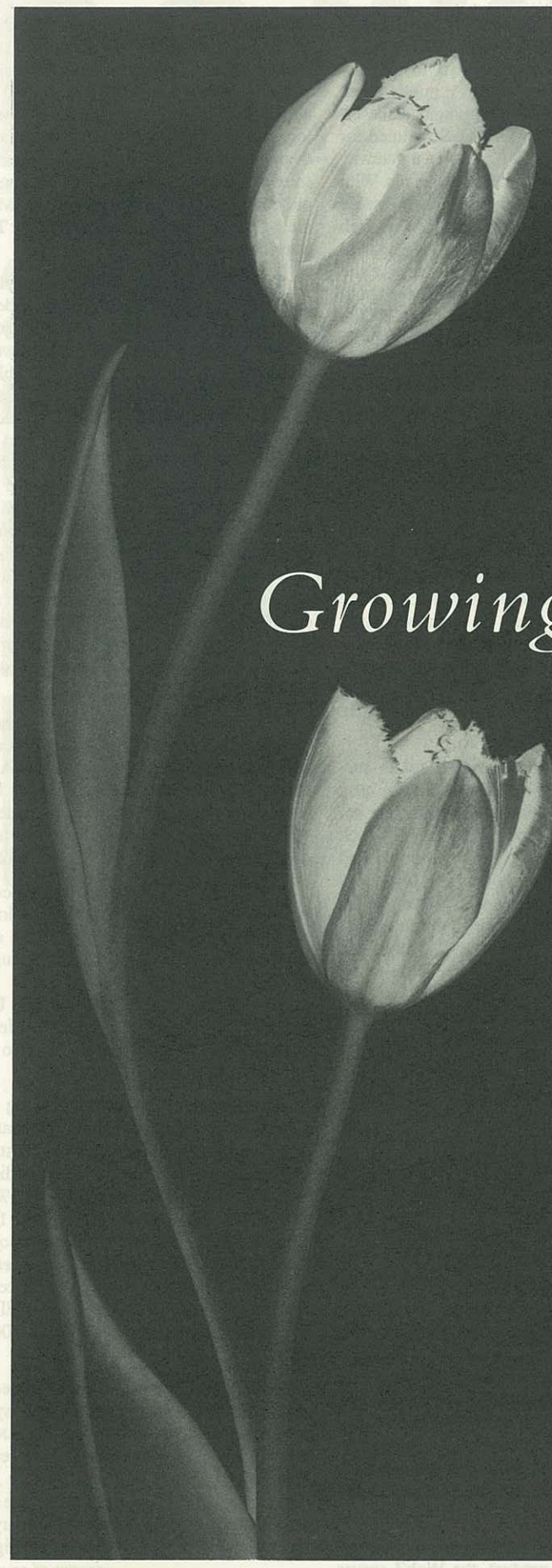
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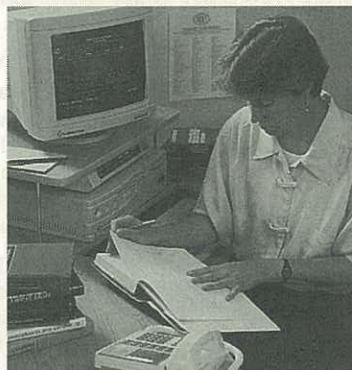
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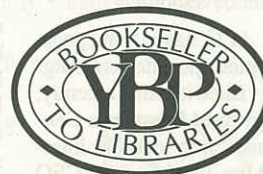
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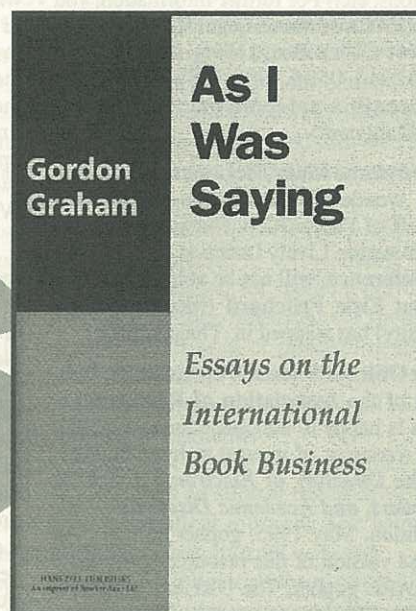
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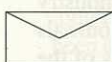
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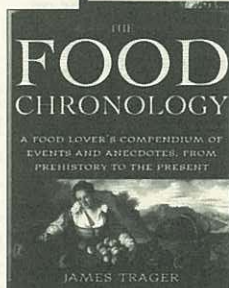
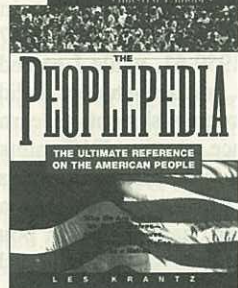
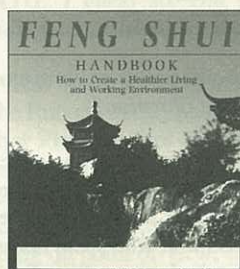
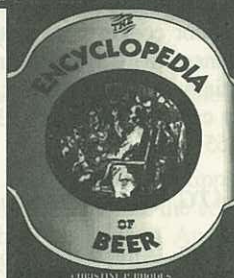
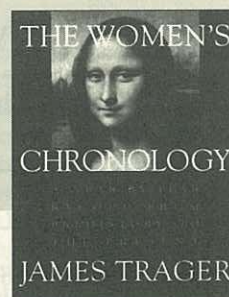
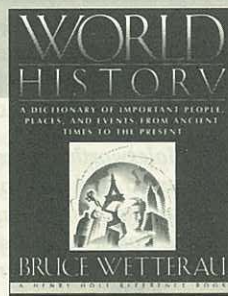
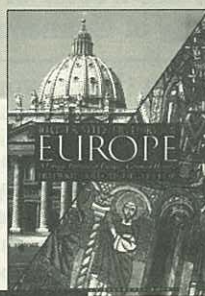
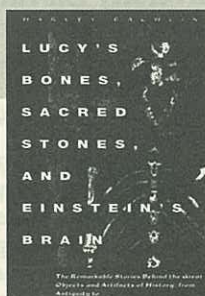
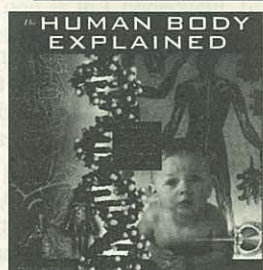
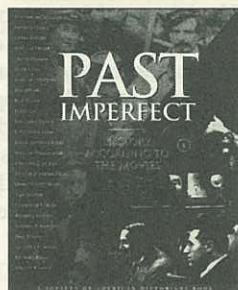
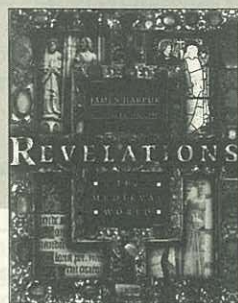




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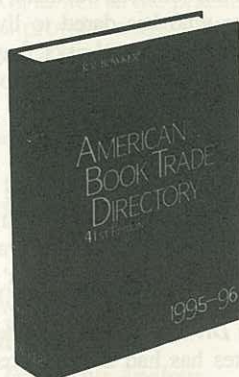
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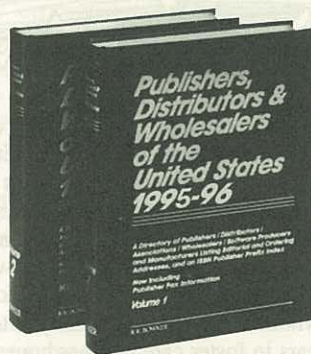
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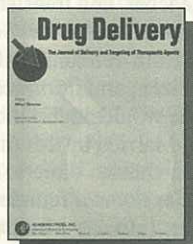
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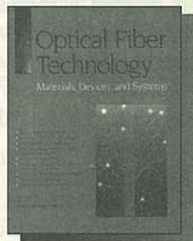
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# INFORMATION ON INFORMATION

The introduction of Elsevier Electronic Subscriptions (EES) represents an important step in Elsevier Science's commitment to assembling electronic primary information for the digital library. Following the experimental TULIP Project and the commercial availability of CAPCAS, EES is the next in a series of steps toward providing information for electronic libraries.

Elsevier Science is committed to working with customers in a highly interactive mode to define products and services for the electronic library and move journals to the desktop. Projects that have been initiated in the past, like TULIP and CAPCAS, have evolved around delivering information in open standards format to enable customers to provide for:

- flexibility in the way information is presented and used;
- safety of investments with regard to electronic infrastructure;
- possibilities for shaping solutions interactively with users.

## AN IMPORTANT STEP FORWARD...

Launched in early 1995 on a pilot basis with a limited number of institutions, EES is a licensing program which offers electronic versions of the entire range of Elsevier's paper journals — over 1100 journal titles totaling more than 1.5 million journal pages annually. The sheer volume available from Elsevier Science in electronic format is unprecedented in the scientific publishing industry.

EES enables customers to start developing a baseline system which provides sufficient functionality and content to form the foundation of a truly electronic library. This program represents an important step in the logical transformation of the fundamental ways in which information is acquired, used and shared within the scientific research community.

The major benefits of the EES program are the possibilities and level of flexibility it offers. Requirements can be defined or redefined through the program implementation and products adapted accordingly to better serve the requirements of end-users, information specialists and librarians.

With EES the library can overcome many of the inherent restrictions of a paper-based environment. At a basic level, added functionalities include multiuser simultaneous access and access from the end-user's desktop. Depending upon the sophistication of the local implementation, more functionality can be included: browsing and searching using navigational and retrieval tools, various alerting functions, profiling and remote access. Librarians can also monitor journal usage easily and accurately.

## AVAILABILITY...

This new subscription service, initially available on a pilot program basis, offers libraries electronic versions of Elsevier Science's traditional research and professional journals. The electronic editions are available either in addition to or in lieu of paper journals. Journals under the imprints of Elsevier, Pergamon, North-Holland and Butterworth-Heinemann are available under EES and will include not only full-length scientific articles but all editorial material including product reviews, correspondence, editorial notes, etc.

Flexible pricing/licensing models are geared to aid the efficient dissemination of scientific, technical and medical information.

Initially EES is delivered to pilot program participants on magnetic tape or CD-ROM, either weekly or bi-weekly depending upon a customized journal list profile of the customer.

## EES IN THE LIBRARIES...

EES is intended to be implemented with either a library's own or third-party software. For example, librarians may choose OCLC's SiteSearch® system, which allows building, maintaining and searching databases locally, and OCLC's Guidon® graphical user interface. Elsevier Science is also in negotiation with other technology providers to be able to offer users a broad scope of possibilities to implement EES, based on individual needs.

The technology basis for EES is a genuinely open architecture, in which content adheres to open standards making it inherently possible to use the information in any system that also adheres to these open standards. In this way libraries have the flexibility to build their electronic journal infrastructure on the basis of this service and then extend and modify it in the future.

The information technology requirements at the institutional and end-user levels, however, are not trivial for organizations interested in implementing EES. Sites must be well equipped to deal with the technical and organizational aspects of a large scale image-based information service. Technical issues include bandwidth and storage requirements intrinsic to the page image format. A complex set of issues and choices concerning the design and implementation of the hardware and software infrastructures must be addressed. Organizational commitment to support user training and feedback is essential, especially during the early stages, to increase the speed of implementation and satisfaction with the end result.

## ABOUT THE FILES ...

The electronic journals are provided in cover-to-cover bitmapped images — black/white single-page TIFF files with a resolution of 300 dpi, compressed using the CCITT Fax Group IV encoding scheme. Bibliographic header information, including the abstract and keywords, when present, are provided in structured SGML-tagged text. The full text is provided as an unedited and unstruc-



# ELSEVIER ELECTRONIC SUBSCRIPTIONS



tured ASCII file created by applying an OCR (optical character recognition) process on the page image. This format is similar to the one used in TULIP, the experiment in full-text electronic journals undertaken by Elsevier Science and nine major research universities that began in 1991.

Collections of journals are delivered in datasets, each containing one master index file and the Dataset.toc file. These include complete bibliographic information as well as all relevant cross reference data (e.g., relationships between page images and specific articles and the cluster of articles published in a journal issue).

## END-USER ACCESS ...

Depending upon the implementation, page images can be displayed on the end-user's computer display and locally available using image viewer software with capabilities such as zooming, panning and paging. Page images can also be printed on most standard laser printers, allowing for printing at the user's office as well as on high-volume production laser printers located centrally in the library or computer center.

Information can be retrieved using three different basic approaches:

- Searching all or any combination of structured bibliographic data fields and/or the full-text ("raw" ASCII files).
- Browsing such features as tables of contents, journal cover representations, statements of aims and scope, and additional classification features for each journal title.
- Profiling based on the individual users' predefined interest areas to automatically notify users by e-mail about new articles of potential interest.

## LICENSING AND PRICING...

Licensing agreements and the associated pricing models are based on the level of implementation and functionality desired by each customer organization.

Licensing facilitates wider access to the information enhancing flexibility and greater functionality. EES licenses are available to institutions with single or multiple sites.

The entire user community, as defined within the license, may access EES. Users will be entitled to search and display the electronic files and make prints and download without limitations. Licensed institutions are not authorized to distribute files to anyone outside the defined categories of users covered by the license.

Customized pricing is based on the details of the licensing agreement. It is possible to take a license option that entitles the users to perform all the functions as stated above (search, browse, display, download, print). Alternately, there exists the option of paying a lower subscription fee, plus a charge each time an article is downloaded or printed.

## EES AND OTHER

### ELSEVIER ELECTRONIC PROJECTS...

EES is the broadest of several Elsevier Science projects based on the implementation of bitmapped page images and SGML-tagged bibliographic header information. Most notable among these are TULIP and CAPCAS, and EES builds upon the expertise gained through both of these endeavors. The technology used in EES is consistent with that being employed in a number of electronic full-text delivery endeavors, on both a commercial and test-pilot basis, currently offered by leaders in the scientific publishing industry.

At the same time, Elsevier Science is installing systems to ensure the possibility of delivering full text SGML-tagged and PDF or PostScript files on a broad scale in the future. Several projects already available use this technology to electronically deliver single journals in specific scientific areas. Further information about these programs is available from the contact name listed below.

## IN PARTNERSHIP WITH LIBRARIES...

Elsevier Science is building the EES service in close partnership with the library community, with the first year's implementation being very much an evolutionary period. In light of the diversity of requirements and the involvement of Elsevier personnel in getting successful implementation in place, customization is necessary and this is currently possible with a limited number of participants.

Elsevier Science will work with these interested institutions to define the technical and organizational infrastructure needed to support a successful implementation. The choices to be made as to the functionalities required and resolving technical challenges are critical to the success of each site's implementation. By working closely with program participants to refine technical standards, service requirements and price schedules, the end result will be the creation of a service tailored to effectively address users' needs. Wider availability is anticipated in 1996.

## FOR FURTHER INFORMATION...

Elsevier Science will provide you with further information about EES or place you on a mailing list to receive updated information on new EES and electronic product developments. Please contact:

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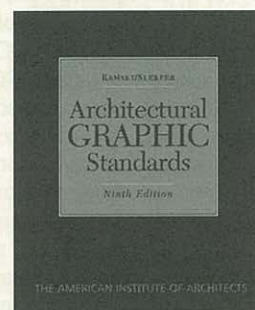
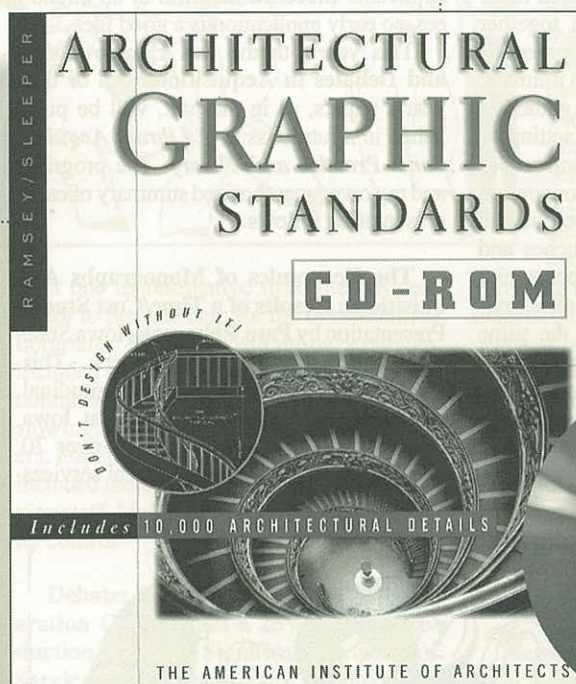
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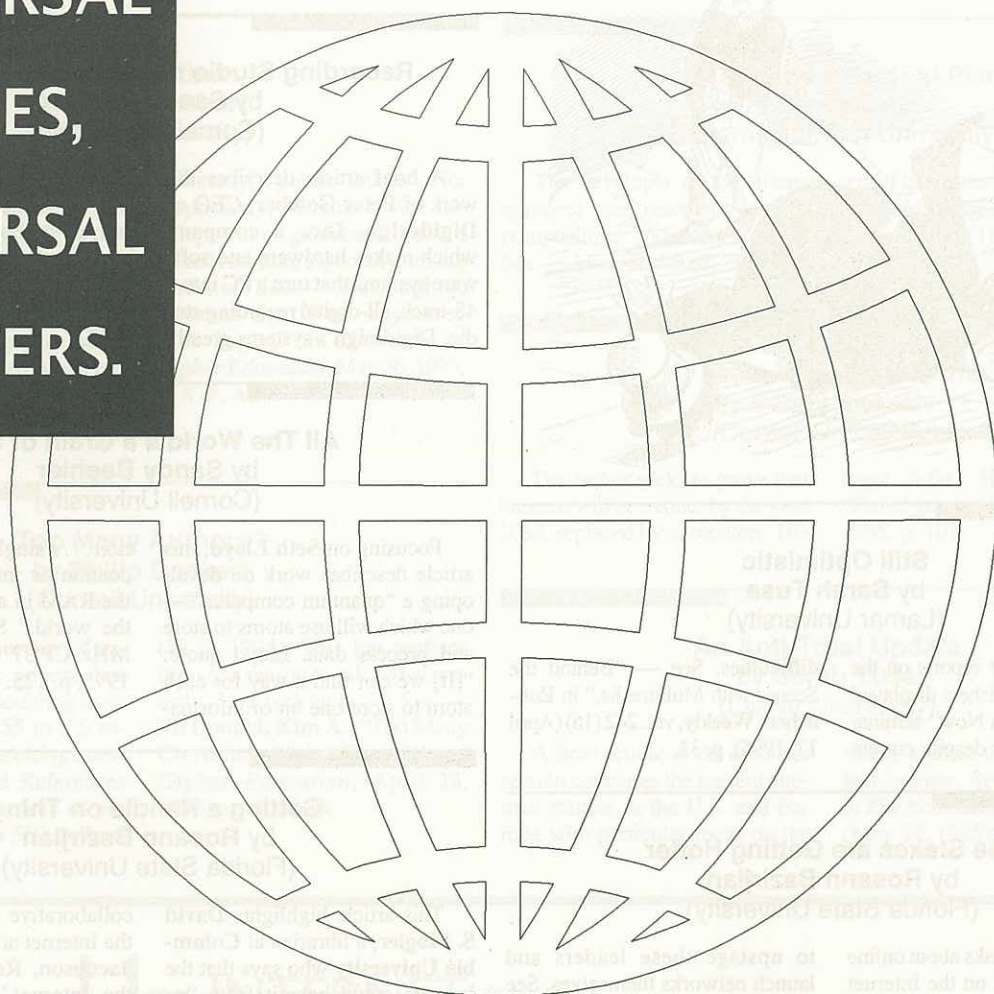
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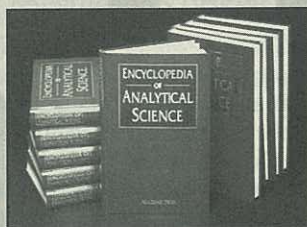


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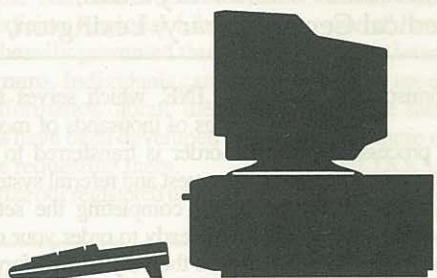
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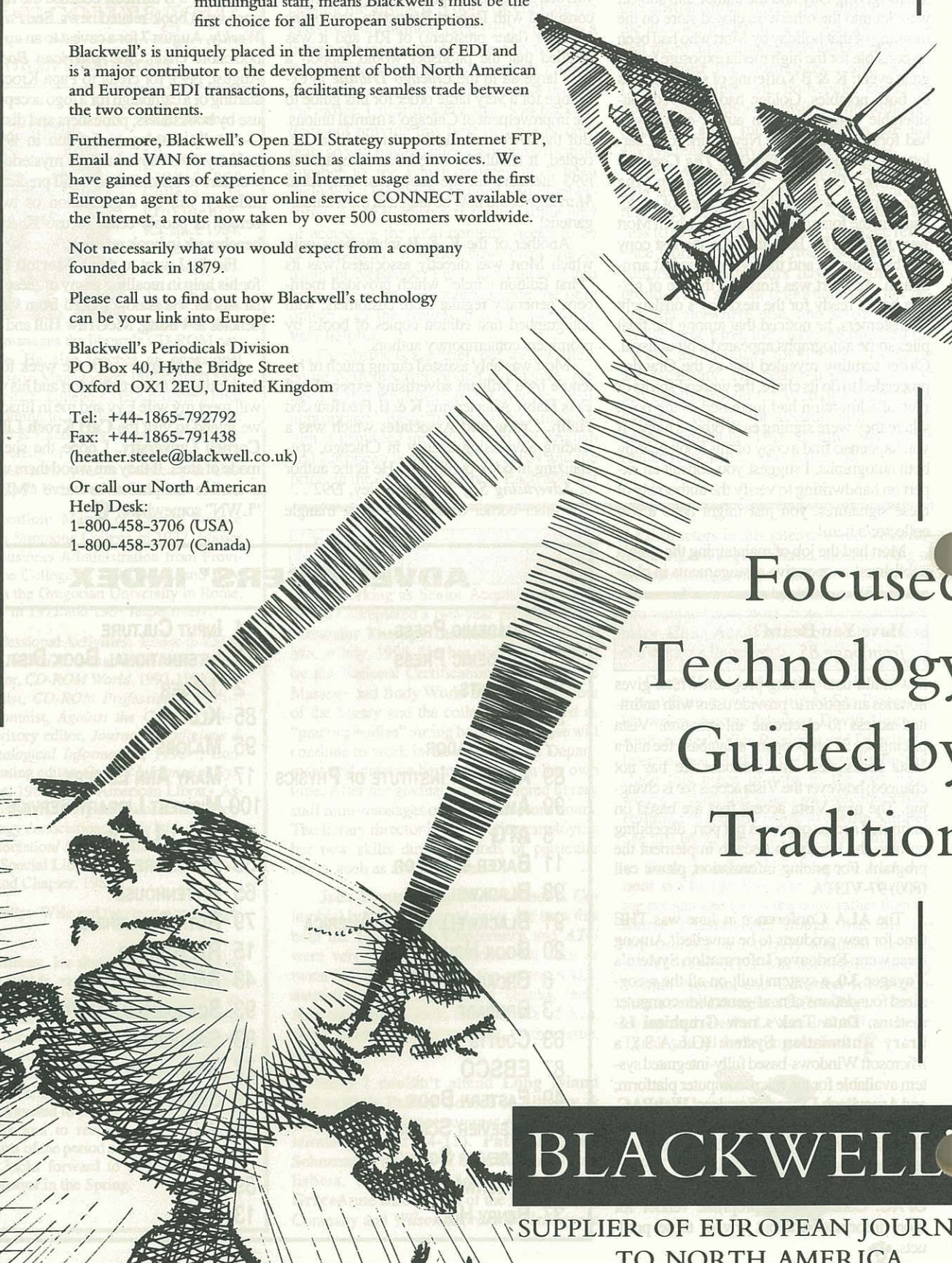
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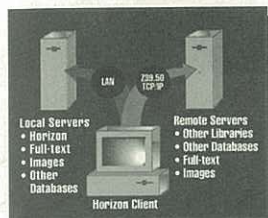
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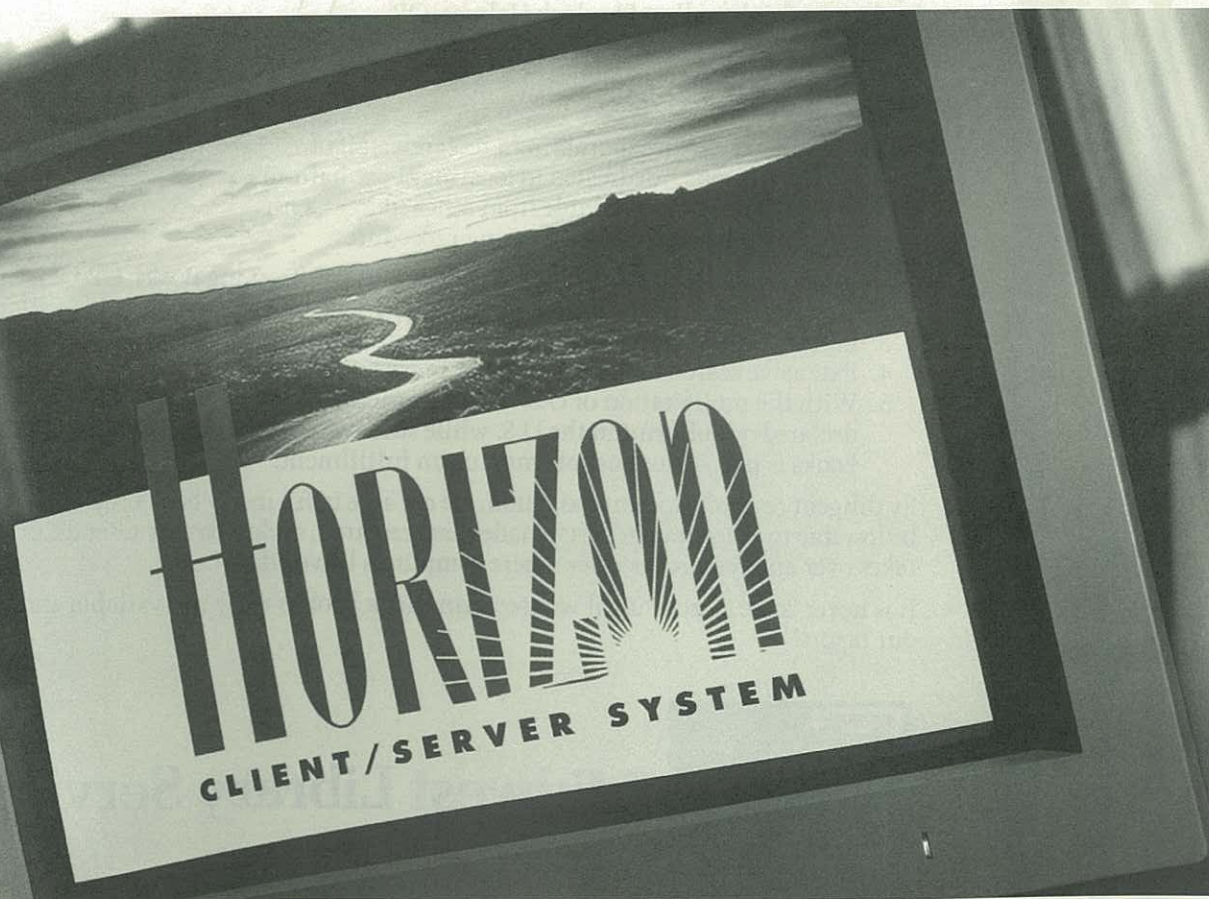
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1. Verification of customer's information in BIP, Forthcoming Books, OP-OSI, CBI, etc.
2. Telephone confirmation from the publisher when there is evidence of availability.
3. Library verification when order information is in question.
4. Extensive search of the out-of-print market.
5. With the proliferation of U.S.-U.K. simultaneous publishing, books are often declared out-of-print in the U.S. while still available in the U.K. Obtaining these books is part of our goal of "maximum fulfillment."

By diligent research and investigation, we are able to fill many book orders that would be lost due to inaccurate reports, inadequate research, or database dead-ends. Our staff takes over and researches titles where computers leave off.

It is never "case closed" until we ascertain that a book is truly unavailable and make our report!



A Complete Library Service

## Midwest Library Service

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Bridgeton, Missouri 63044-2789 ■ USA  
800-325-8833 ■ 314-739-3100  
FAX 800-962-1009