



ProQuest Press Kit

ALA 2008 Midwinter Conference Philadelphia, PA January 11- 16

News media contacts:

Tina Taylor
Publicist
ProQuest
Tina.Taylor@proquest.com
(734)761-4700 x2540

Beth Dempsey,
for ProQuest
(248) 349-7810
beth@bethdempsey.com

Inside:

- *News Summary*
- *ProQuest Accelerating Product Innovation with Expansion of CSA Illustrata™*
- *ProQuest Becomes First Worldwide Distributor of Critical Mention in the Library, Education, Corporate and Government Markets*
- *ProQuest and Historic Map Works Announce Exclusive Distribution and Development Partnership*
- *ProQuest Search Widget Expands Access to Library Resources*
- *CIC's Virtual Modernization premieres in EEBO and Literature Online*
- *ProQuest adds Multimedia Files to Dissertations and Theses Database*
- *ProQuest Adds Multimedia Resources to CultureGrams™ Online*
- *SIRS Researcher® Expands Social Issues Coverage, Graphics, and Support Materials*
- *About ProQuest*

ProQuest
News Summary
ALA Midwinter Conference 2008

ProQuest... Start Here

ProQuest's news at the ALA Midwinter Conference reflects the company's mission to advance the research process by improving accessibility to information through new technology and new content. This is happening on multiple fronts. For example, the company is uncovering hidden content by **expanding its acclaimed, unique CSA Illustrata™**, which uses deep web indexing to point searchers to relevant data in illustrations. New multimedia content is available through ProQuest's **agreement with Critical Mention**, which will provide **real-time aggregated, indexed televised and radio news to libraries on one search interface** – a first in the library industry. On the technology side, ProQuest has launched a **free, portable widget search box** as part of a platform upgrade. The “widget” allows instant searching of most ProQuest platform databases on any page of a library or university web site. This furthers ProQuest's efforts to help libraries market their collections – increasing exposure and facilitating access – by enabling libraries to add the search box right into users' workflow.

ProQuest's accessibility strategy includes decreasing the barriers to using research works. For example, ProQuest is **launching CIC's Virtual Modernization tool in its EEBO and Literature Online products**, both considered staples of serious literature research. “Virtual Modernization” technology allows users to search databases using modern English spellings and automatically retrieve instances of early modern spelling variants, significantly increasing the efficiency and effectiveness of research in Early English works.

ProQuest continues its presence as the single authoritative source for doctoral dissertations and master's theses by expanding access to **supplementary digital materials to current and future academic works in the ProQuest Dissertations & Theses (PQDT) database**. These digital additions allow greater breadth of coverage by including audio, video, spreadsheets, and other non-traditional elements of these essential academic documents.

New content is also available in two of ProQuest's premier education resources. *SIRS Researcher*®, acclaimed for its support of the study of social issues has added **new Leading Issues, interactive graphics, support materials, Curriculum Pathfinders and an upcoming launch of Election 2008 coverage**. ProQuest's popular **CultureGrams™ Online** is expanding with the addition of multimedia resources that **include streaming video and slideshows, covering multiple countries**.

ProQuest's content expansion also includes an **exclusive distribution and development partnership with Historic Map Works, which will bring an extensive collection of highly-detailed, full color historical maps to libraries.** This new product, available in 2008, will help support both genealogical research done at public and research libraries as well as serious location-based and land-use research at academic institutions and corporations.

A continuing commitment to libraries, librarians, and library service

ProQuest congratulates **Toni Samek, University of Alberta, winner of *Library Journal's* innuagural Teaching Award.** The award, which recognizes excellence in educating the next generation of librarians, will be presented at a celebration January 12. **ProQuest is the proud sponsor of this important new award.**

###



For Immediate Release

Media Contact: North America

Tina Taylor
Publicist
ProQuest
T: +1 734-761-4700 x2540
Tina.Taylor@proquest.com

Media Contact: Outside of North America

Sharlene Tilley
Director of International Marketing
ProQuest
T: +44 (0) 1223 271 437
sharlene.tilley@proquest.co.uk

**ProQuest Accelerating Product Innovation with Expansion of
CSA Illustrata[™]**

New Technology content collection will improve efficiency and precision of technological research

Philadelphia, PA – January 10, 2008 – ProQuest plans to significantly expand the content searched by *CSA Illustrata*[™], a cornerstone in the company’s strategy to make serious bibliographic searching more precise and efficient. This spring, the digital research tool, which uncovers data “hidden” in the illustrations and tables in scholarly journals, will be expanded to offer a Technology collection, improving the quality of research on virtually any technological topic. Key subject areas in *CSA Illustrata: Technology* will include aerospace, engineering, high technology, and materials science.

“CSA Illustrata takes research a step forward because it uncovers the essence of academic articles – the graphics that hold the actual data collected, observed, or modeled – and delivers it to the searcher,” said Craig Emerson, vice president, editorial for ProQuest. “Until CSA Illustrata came on the scene, the data in an illustration or table could easily remain hidden on the open web. Traditional search tools just can’t get at them.”

Released in early 2007 with a Natural Sciences module, *CSA Illustrata* debuted a patent-pending process of *deep web indexing*, which surfaces relevant content by first extracting tables, charts and other illustrations from journal articles and then indexes it so it can be retrieved through a common search. *CSA Illustrata: Natural Sciences* was quickly embraced by researchers, librarians and reviewers, who hailed it as revitalizing the Abstracting & Indexing genre – it was

even honored as an Outstanding Academic Title by *Choice* magazine. The release of *CSA Illustrata: Technology* will apply that same granular indexing and categorizing to graphics contained in key technological journals from Blackwell Publishing, Cambridge University Press, EDP Sciences, Elsevier, Hindawi Publishing Corporation, IGI Global (Idea Group), IOS Press, National Research Council of Canada, Oxford University Press, and Trans Tech Publications Inc.

CSA Illustrata was developed over the course of two years and in conjunction with end-users, researchers and librarians. “This input shows in its interface. I found the presentation of the information clear and easily navigable,” said *Searcher* contributor Edward Vawter in his review of *CSA Illustrata: Natural Sciences*.

“One may argue exactly how many words a picture is worth, but my in-depth testing of *CSA Illustrata* showed that an image can be worth much more than a thousand words,” said information guru Péter Jacsó. “It can significantly improve the precision, pertinence of the scholarly information retrieval process.”

Additional information about *CSA Illustrata: Technology* as well as the concept and research behind Deep Indexing is available at <http://info.csa.com/csainustrata>.

###



For Immediate Release

Media Contact: North America

Tina Taylor
Publicist
ProQuest
T: +1 734-761-4700 x2540
Tina.Taylor@proquest.com

Media Contact: Outside of North America

Sharlene Tilley
Director of International Marketing
ProQuest
T: +44 (0) 1223 271 437
sharlene.tilley@proquest.co.uk

**ProQuest Becomes First Worldwide Distributor of Critical Mention
in the Library, Education, Corporate and Government Market
Segments**

*Critical Mention Basic and Critical Mention Pro from ProQuest to Provide Aggregated Video
Content from Global Broadcast Media*

Ann Arbor, Mich. – DATE TBD, 2008 – ProQuest has signed an agreement with Critical Mention, Inc. to distribute its real-time TV and radio search engine, *Critical Mention*, exclusively to public library and education market segments and non-exclusively to corporate and government market segments worldwide. *Critical Mention Basic* and *Critical Mention Pro* will provide real-time aggregated, indexed televised and radio news available for the first time to libraries on one search interface. *Critical Mention Basic* provides access to U.S. network and cable broadcast news. *Critical Mention Pro* provides not only U.S. broadcast news, but also access to Middle Eastern, European, and Canadian channels and broadcasts, real-time radio, estimated Nielsen® audience and publicity data, and additional reporting capabilities. Both products will be available in February, 2008.

“ProQuest understands the distinctive and changing needs of students and researchers,” said Rod Gauvin, senior vice president of publishing for ProQuest. “We are pleased to partner with a proven leader and innovator serving leading companies in every sector of the economy with real-time intelligence gathered from broadcast news coverage. Our agreement with Critical Mention builds on ProQuest’s comprehensive news offering, and focuses on meeting the evolving needs of researchers.”

Doug DeSimone, SVP Operations of Critical Mention added, “The partnership with ProQuest simply makes sense. Internally, CriticalMention focuses on delivering our services in the corporate communication, public relations, investor relations and news rooms markets. Understanding there is a very large market for our services in the general business intelligence and research markets we looked for the best partner to open that part of the market with. As a market leader in the delivery of research products to the libraries within the Education Corporate and Government verticals, ProQuest is an ideal partner.”

Critical Mention provides continuous monitoring and gathering of more than 300 US network and cable stations, as well as more than 100 international networks from the Middle East, Europe, and Canada, searchable on one interface using basic or advanced searching. Users can track companies, people, and issues in real-time, viewing news clips and reviewing transcripts.

Critical Mention gives academic libraries the ability to provide access to multimedia content of particular interest to political science, journalism, communications and media studies departments. Corporate libraries can continuously monitor their organization and competitors’ coverage on broadcast media in real-time.

Critical Mention Basic and *Critical Mention Pro* compliment ProQuest’s current news offerings including ProQuest Newsstand, NewspaperDirect PressDisplay, U.S. Hispanic Newsstand, and more. Now, researchers can start with ProQuest for coverage of both print and televised news mediums.

###



For Immediate Release

Media Contact: North America

Tina Taylor
Publicist
ProQuest
T: +1 734-761-4700 x2540
Tina.Taylor@proquest.com

Media Contact: Outside of North America

Sharlene Tilley
Director of International Marketing
ProQuest
T: +44 (0) 1223 271 437
sharlene.tilley@proquest.co.uk

**ProQuest and Historic Map Works Announce Exclusive
Distribution and Development Partnership**

*Exclusive Partnership to Bring an Extensive Collection of Highly-Detailed, Historical
Maps to Libraries*

Philadelphia, PA – January 10, 2008 – ProQuest and Historic Map Works announce an exclusive distribution and development partnership, which will bring an extensive collection of highly-detailed, full color historical maps to libraries. This new product, available in 2008, will help support both genealogical research done at public and research libraries as well as serious location-based research and land-use trends/monitoring at academic institutions and corporations. ProQuest will be the exclusive provider of the new institutional version of *Historic Map Works* to libraries globally.

“This latest partnership represents our commitment to providing the best and most comprehensive genealogy and local historical research solutions to libraries and their patrons,” said Rod Gauvin, senior vice president of publishing for ProQuest. “The exclusive distribution agreement brings electronic historic maps in a patron-friendly resource to libraries for the first time.”

Historic Map Works' high quality, full color digital collection of historic maps is one of the most extensive available. The core of the collection consists of nearly 100,000 cadastral, land ownership maps detailing the geographic and development history of the United States over several hundred years. There is extensive coverage of rural and suburban areas, as well as cities and towns across America.

In addition, *Historic Map Works* print collection contains more than 100,000 contemporaneous pages of illustrations and more than 1,000 city directories related to the cadastral maps, allowing additional research capabilities. Nearly 100,000 antiquarian maps covering the world from the 15th to 19th centuries are being added. This exclusive program with the University of Southern Maine's Osher Map Library includes many of the world's most important printed maps.

Historic Map Works' unique indexing gives historical views of locations, allowing researchers to search churches, cemeteries, ancestral lands, land boundaries, as well as migration patterns, community growth, topography and more. *Historic Map Works* currently has nearly 80,000 maps and illustrations covering North America, and will grow to more than 200,000. *Historic Map Works* also contains city directories and phone books that enable users to better trace and associate individuals with locations – a key component in genealogical research.

###



For Immediate Release

Media Contact: North America

Tina Taylor

Publicist

ProQuest

T: +1 734-761-4700 x2540

Tina.Taylor@proquest.com

Media Contact: Outside of North America

Sharlene Tilley

Director of International Marketing

ProQuest

T: +44 (0) 1223 271 437

sharlene.tilley@proquest.co.uk

ProQuest Search Widget Expands Access to Library Resources

Portable search tool lets libraries put online resources up front

January X, 2008 – ProQuest has launched a free *search widget* for products on its ProQuest® platform. Available now, the *ProQuest Search Widget* – a portable search box – allows instant searching of most ProQuest platform databases on any page of a library or university web site. This furthers ProQuest’s efforts to help libraries market their collections – increasing exposure and facilitating access – by enabling them to add the search feature right into users’ workflow.

“ProQuest is consistently looking for ways to help libraries go where their users are, with simple search options that meet specific research needs,” said John Law, ProQuest director of platform development. “The search widget means no more hunting for the library’s online databases – they can be right at the fingertips of patrons.”

The *ProQuest Search Widget* allows anybody to create a simple customized search box that supports keyword-search-and-go research. It includes a ProQuest logo -- so that users know what they’re searching -- and can be placed on any and every web page where libraries want to provide direct access to ProQuest platform databases, such as course pages, subject pages, email announcements, newsletters, etc. Its flexible “plug and play” design lets libraries set their own search parameters, varying them with the context.

For example, a college department web page could include a discipline-specific search that’s limited to relevant databases and search criteria or terms. A *search widget* on the Teen page of a

public library might have pre-set search terms that match coursework at the local schools. The *ProQuest Search Widget* is part of ProQuest's larger strategy to provide libraries with tools that make their resources more discoverable and useful to their patrons. The company recently introduced an academic library marketing kit in the U.S. that provides tools and tips to help college and university libraries build awareness of their services. A U.S. public library tool kit was published earlier this year.

To generate a ProQuest Search Widget and for information on for the simple installation and customization visit <http://widgets.proquest.com>

About ProQuest

ProQuest provides seamless access to and navigation of more than 125 billion digital pages of the world's scholarship, delivering it to the desktop and into the workflow of serious researchers in multiple fields, from arts, literature, and social science to science, technology, and medicine. ProQuest is part of Cambridge Information Group (www.cambridgeinformationgroup.com).

ProQuest's vast content pools are available to researchers through libraries of all types and include the world's largest digital newspaper archive, periodical databases comprising the output of more than 9,000 titles and spanning more than 500 years, the pre-eminent dissertation collection, and various other scholarly collections. Users access the information through the ProQuest® and CSA Illumina™ online information systems, Chadwyck-Healey™ electronic and microform resources, UMI® microform and print reference products, eLibrary® and SIRS® educational resources, Ulrich's® Serials Analysis System, COS Scholar Universe, and Serials Solutions® resource management tools. Through the expertise of business units Serials Solutions and COS, ProQuest provides technological tools that allow researchers and libraries to better manage and use their information resources. For more information, visit www.proquest.com, www.proquest.co.uk, and www.csa.com



For Immediate Release

Media Contact: North America
Tina Taylor
Publicist
ProQuest
T: +1 734-761-4700 x2540
Tina.Taylor@proquest.com

Media Contact: Outside of North America
Sharlene Tilley
Director of International Marketing
ProQuest
T: +44 (0) 1223 271 437
sharlene.tilley@proquest.co.uk

**ProQuest Partnership Makes Searching of Old Texts Easier,
More Powerful**

CIC's Virtual Modernization premieres in EEBO and Literature Online

Philadelphia, PA – January 10, 2008 – ProQuest has partnered with the Committee on Institutional Cooperation (CIC) to add its Virtual Modernization tool to research staples Early English Books Online (EEBO) and Literature Online®. The technology allows users to search databases using modern English spellings and automatically retrieve instances of early modern spelling variants. ProQuest is the first commercial information provider to employ Virtual Modernization in its products.

“ProQuest took an early interest in this project because we recognized it as a landmark advance in research that relies on early English texts,” said Mary Sauer-Games, vice president, Chadwyck-Healey publishing. “With digital access to older texts expanding rapidly, technologies such as this are essential to support serious research.”

Virtual Modernization addresses the critical stumbling block of inconsistent spellings common to early English texts -- a problem that causes users to miss material relevant to their research. Simple to use, the technology employs a “variant spellings” box -- checked by default -- that appears on the Basic Search, Advanced Search and Periodicals Search screens of EEBO and Literature Online. When users conduct a keyword search, they automatically retrieve all instances of the search term *and* its early variant forms. For example, a search on the word *murder* will retrieve not only *murder*, but also the variants *murther*, *murdre*, *murdir* and *mvrder*. Another

option will also be available: A “check for variant spellings” that allows browsing and manual selection of the particular variant forms of the search term and terms that can build a more targeted search.

Virtual Modernization was developed by a programming team in the Academic Technologies department of Northwestern University building on research conducted by Professor Martin Mueller. The two-year development phase was sponsored by the Center for Library Initiatives of the Committee on Institutional Cooperation, or CIC, a consortium of 12 Midwest research universities, with additional funding support from ProQuest. The project is continuing, improving the tool to include “Lemmatization.” Lemmatization will allow users to bundle different forms of a word under the form in which the word is likely to appear in a dictionary. Thus a search on *love* would retrieve all variant spellings of *love*, *loves*, *loveth*, *loving*, and *loved*. ProQuest will release its Lemmatization tool in EEBO in 2008. Like Virtual Modernization, it will be standard feature and added at no charge.

Virtual Modernization will be available in EEBO and Literature Online by January 2008. For more information, visit www.proquest.com.

###



For Immediate Release

Media Contact: North America

Tina Orozco
Publicist
ProQuest
T: +1 734-761-4700 x2540
Tina.Orozco@il.proquest.com

Media Contact: Outside of North America

Sharlene Tilley
Director of International Marketing
ProQuest
T: +44 (0) 1223 271 437
sharlene.tilley@proquest.co.uk

ProQuest adds Multimedia Files to Dissertations and Theses Database

Philadelphia, PA – January 10, 2008 – ProQuest, the single authoritative source for doctoral dissertations and master's theses, now offers supplementary digital materials to current and future academic works in the ProQuest Dissertations & Theses (PQDT) database. These digital additions include audio, video, spreadsheets, and more.

“With the recent increase in dissertations and theses that contain supplementary materials, ProQuest is working to ensure researchers everywhere have access to these important works,” said ProQuest Senior Vice President, Research Solutions, Boe Horton. “Thousands of libraries around the world that have access to PQDT will benefit from easily discovering graduate works regardless of the format in which they were created.”

“ProQuest’s 70-year experience preserving graduate research continues as dissertation and thesis authors move beyond the printed page to express their ideas” said Austin McLean, Director of Scholarly Communication and Dissertation Publishing. “As the format of dissertations and master’s theses changes, ProQuest continues to ensure that these works will be readily accessible to current and future generations of researchers.”

The supplementary material is now available for existing documents, and will be added to PQDT for in all future dissertations where the author includes multimedia content. All digital file types

will be supported, All digital file types will be supported, including video, audio, Excel, Flash, and more..

Researchers around the world turn to the PQDT database to find graduate research in their areas of interest. PQDT database is the most comprehensive collection of dissertations and theses in the world. The database includes over 2.4 million citations, representing works published as far back as 1637 and published as recently as last semester. Every major research university in the United States and Canada is represented in the database.

###



For Immediate Release

Media Contact: North America

Tina Orozco
Publicist
ProQuest
T: +1 734-761-4700 x2540
Tina.Orozco@il.proquest.com

Media Contact: Outside of North America

Sharlene Tilley
Director of International Marketing
ProQuest
T: +44 (0) 1223 271 437
sharlene.tilley@proquest.co.uk

**ProQuest Adds Multimedia Resources to CultureGrams™
Online**

New Enhancement Includes Streaming Video and Slideshows

Philadelphia, PA – January 10, 2008 – ProQuest announces the addition of multimedia resources to CultureGrams™ Online including streaming video and slideshows. These new resources consist of 45 videos covering 12 different countries as well as 71 slideshows covering 13 different countries with more multimedia on other countries added throughout the year.

“CultureGrams continues to expand and the additions of streaming videos and slideshows help teachers and students learn more about a country beyond statistical and historical information,” said Jim Ulsh, director of K-12 publishing for ProQuest. “These unique and authentic resources focus on the experiences of daily life to help draw a direct connection with students.”

Users can see images, interviews, and the sounds that illuminate daily life in other countries through two to five minute video clips as well as slideshows of 10 to 15 images not contained in the CultureGrams photo gallery. This unique content, compiled in-country by CultureGrams staff, is not available elsewhere. New content coverage includes: American Samoa, Belgium, Egypt, Fiji, France, Ireland, Italy, Mali, Morocco, Netherlands, Samoa, Spain, United Kingdom, and Vanuatu.

CultureGrams has become a favorite among schools, businesses, military and government, and public libraries because of its insider's perspective on daily life and culture, including the history,

customs, and lifestyles of the world's people. Reports cover more than 200 countries, the 50 U.S. states and the District of Columbia, and Canadian provinces. Additional content includes images, maps, flags, bios, statistics, and a recipe collection that offers five authentic recipes for every country in the database.

Since its beginnings in 1974, CultureGrams has become one of the most trusted and widely used cultural reference products. CultureGrams' strength is its involvement of native or long-term residents to provide a real-life view into each country. Writers are selected for their education, knowledge of a national language, experience with different regions and socioeconomic groups, recent residency in the country, and access to current information.

###



For Immediate Release

Media Contact: North America

Tina Taylor
Publicist
ProQuest
T: +1 734-761-4700 x2540
Tina.Taylor@proquest.com

Media Contact: Outside of North America

Sharlene Tilley
Director of International Marketing
ProQuest
T: +44 (0) 1223 271 437
sharlene.tilley@proquest.co.uk

***SIRS Researcher*[®] Expands Social Issues Coverage, Graphics,
and Support Materials**

New content supports critical thinking, aligns to 21st century skills

Philadelphia, PA – January 10, 2008 – ProQuest announces the addition of significant new content to *SIRS Researcher*[®], the premier resource for the study of social issues. Content additions include new Leading Issues, interactive graphics, support materials, Curriculum Pathfinders and upcoming launch of Election 2008 coverage.

“With more school districts adopting 21st century learning standards that place emphasis on multicultural and global awareness, critical thinking and communication skills, and digital information literacy, the addition of important new social issues to *SIRS Researcher* will support students through their entire research process,” said Rene Terry, publisher for SIRS.

SIRS Researcher covers thousands of current and enduring issues, with special Leading Issues coverage that places additional emphasis on the most-researched issues. Leading Issues not only provides the context necessary to understand an issue’s origins and key points of contention, but also current articles that follow recent analysis and debate.

SIRS Researcher is the only database to provide such ‘actively managed’ content from current periodicals. Content editors keep a close watch on search trends and current events to ensure current coverage of today’s major social issues. Eleven new Leading Issues have been added based on recent events, including: Iraq War, Identify Theft, Freedom of Speech, Freedom of the

Press, Drug Testing, Alternative Energy, Religious Fundamentalism, Plastic Surgery, Property Rights, Human Trafficking and Genocide.

Plus, an all new Election 2008 Leading Issue will launch within the next month. It covers detailed analysis on the entire campaign and election process--allowing researchers to easily compare and contrast the candidate platforms, understand major campaign issues, and explore the voting process and historical elections.

With each Leading Issue, new interactive graphics, Web sites, timelines, PDF research guides and graphic organizers support media literacy standards and ensure students think critically when developing and organizing research, presentation and debate materials. Together with Curriculum Pathfinders, a tool for integrating math, science, social studies, language arts, fine arts, and health resources across the curriculum, students can be prepared in all core 21st century subjects.

SIRS Researcher is a highly-acclaimed student research tool containing thousands of full-text articles exploring social, scientific, health, historic, business, economic, political and global issues. Articles and graphics are carefully selected from over 1,600 domestic and international publications according to strict criteria with regard to content and age appropriateness.

###

About ProQuest

ProQuest provides seamless access to and navigation of more than 125 billion digital pages of the world's scholarship, delivering it to the desktop and into the workflow of serious researchers in multiple fields, from arts, literature, and social science to science, technology, and medicine. ProQuest is part of Cambridge Information Group (www.cambridgeinformationgroup.com).

ProQuest's vast content pools are available to researchers through libraries of all types and include the world's largest digital newspaper archive, periodical databases comprising the output of more than 9,000 titles and spanning more than 500 years, the pre-eminent dissertation collection, and various other scholarly collections. Users access the information through the ProQuest® and CSA Illumina™ online information systems, Chadwyck-Healey™ electronic and microform resources, UMI® microform and print reference products, eLibrary® and SIRS® educational resources, Ulrich's® Serials Analysis System, COS Scholar Universe, and Serials Solutions® resource management tools. Through the expertise of business units Serials Solutions and COS, ProQuest provides technological tools that allow researchers and libraries to better manage and use their information resources. For more information, visit www.proquest.com, www.proquest.co.uk, and www.csa.com

###