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## **Call for Society Publishers to Participate in Free Semantic Web Pilot Project**

TBI Communications and Talis today announced a joint initiative that offers society publishers the opportunity to participate in a free pilot project designed to test the application of Web 2.0 and semantic technologies to journal articles. The project will explore the potential of these tools to increase membership engagement – with other members, and with the society and its publications.

“Academic and professional societies have traditionally provided a hub for the exchange and development of knowledge within their specialist communities,” said Melinda Kenneway, Director of TBI. “As such, they are perhaps the natural providers of semantic technologies and community building tools for their disciplines. At TBI we believe that these techniques have the potential to add enormous value to online content. They are also likely to provide societies with a basis for the development and promotion of a range of new value-added services.”

“Semantic technologies represent exciting opportunities for society publishers to add value to their content and strengthen connections within their communities,” said Chris Clarke, Senior Programme Manager at Talis. “Developing these technologies however generally requires a high level of resource and technical expertise. Not all society publishers can justify this investment, particularly when the value for members and the wider community is untested. This pilot will give us, and the societies that participate, the opportunity to learn more about practical applications for this kind of technology and the value it offers to the academic community.”

TBI and Talis invite applications for participation in this free pilot, which will provide selected societies with access to a test site for a period of 3 months. Through this site, members can be invited to use a range of networking and content discovery tools. Feedback and levels of content usage will be used to assess the usefulness of this technology for society publishers and their members. Results will be made available to participating societies and the wider community, with the objective of stimulating discussion and innovation relating to the future of societies and their role within their communities.

To qualify as an applicant you will need to be a society with a journal publishing program, publishing one or more leading journals in their field. Preference will be given to those societies who publish a significant proportion of journal articles within their discipline. An ideal candidate for the project would be a joint application between one or more societies within a particular discipline, perhaps representing different regions of the world.

More information on this initiative, together with an application form, can be found at: <http://www.tbicomunications.com/news.html>. Applications must be received by 30th September 2008. TBI and Talis will then select two or three societies for participation in the pilot.

Both Talis and TBI will be providing their time free of charge and there is no commercial arrangement between Talis and TBI relating to this project. Both Talis and TBI are committed to innovation in scholarly communications. We have developed this pilot project as both our

organizations hope to learn more about the value of these technologies to the research community. For Talis, this project will provide valuable feedback in the ongoing development of its software solutions. For TBI, this project will give us insight into the impact of these tools on the usage of content and on the engagement of members with each other and their societies.

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**About TBI Communications**

TBI Communications is a strategic marketing and communications agency specializing in providing services to academic and professional publishers and societies.

<http://www.tbicommunications.com>

**About Talis**

Talis is a privately owned, established and innovative software company. We are among the world's first companies to apply leading edge Semantic Web technologies. We are transforming our existing applications, creating new applications and providing a technology platform for others.

<http://www.talis.com>