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European Respiratory Society and American Thoracic Society selected for TBI/Talis Semantic Web Pilot Project

Last year TBI Communications and Talis announced a joint initiative to test the application of semantic Web and Web 2.0 technologies to journal articles. The project is particularly designed to explore the potential of these tools to help society publishers increase reader and member engagement with the society and its publications.

The announcement of the pilot project attracted international attention and a large number of applications were received – in itself indicative of the huge amount of interest that there is amongst society publishers in exploring next steps in the development of online journals to increase the discoverability and usability of articles.

Following a review process, TBI and Talis are delighted to announce that the successful applicant for this project is a joint submission from the European Respiratory Society and the American Thoracic Society.

“Together, the European Respiratory Society and the American Thoracic Society publish a significant proportion of high quality articles in the field of respiratory medicine,” said Melinda Kenneway, Director of TBI. “This – together with the quality and highly structured nature of their content – makes them ideal candidates for this project. Members of both societies will for the first time be able to access journal articles through a single integrated interface – but one that can be branded in different ways, as appropriate for each individual society. They will also be able to use a range of services designed to help them discover people and content of interest in more sophisticated ways than search queries alone can support.”

“We hope that this experiment will help us better understand what the next generation of online journals might look like,” said Elin Reeves, Assistant Publications Manager at the European Respiratory Society. “This pilot gives us the opportunity to test real features and functionality with our members and the wider community, and gain insight into which services they find most valuable. This experiment also provides us with the opportunity to further collaborate with the American Thoracic Society. We are excited about the opportunities that this will bring for better serving the international respiratory community.”

The pilot project will begin in early 2009 and it is anticipated the results will be published and made freely available in the summer.

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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>