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CONTACT: Richard Wynne (978) 975-7570

## **DocuRights® “Secure Container” Technology Allows Publishers to Fully Exploit the Potential of Internet Distribution**

North Andover, MA, USA -- April 17, 2000. Scientific, Technical and Medical (STM) publishers have long recognized the potential of the Internet to create new markets for their content. However, publishers' willingness to exploit the opportunity has been constrained by fears of copyright abuse and the risk of undermining existing distribution channels.

Aries Systems Corporation (North Andover, MA) has developed an innovative solution to this problem called *DocuRights*. *DocuRights* de-couples document protection from web site security by wrapping each individual document in a “secure container”. This means that publishers retain control over documents even though the physical files have been distributed throughout the Internet.

*DocuRights* therefore provides the means for publishers to securely syndicate content on the Internet and increase the likelihood that potential customers will locate and purchase documents. Richard Wynne, Director of Sales and Marketing at Aries noted, “*DocuRights* effectively increases a publisher's marketing budget because it enables them to put content on the Internet in locations where users already are, rather than spending marketing dollars to bring users to documents. It's pure common sense when you think about it!”

The benefits of “secure container” technology have already taken root in consumer publishing with major product announcements from companies such as Adobe (ADBE), Xerox (XRX) and SoftLock (SLCK). *DocuRights* is differentiated from these offerings because it focuses specifically on the unique needs of STM publishers and the academic community. For example, *DocuRights* supports the notion of “fair use” for legitimate document licensees, as well as anonymous document access within academic library settings.

Several STM publishers such as the Massachusetts Medical Society, publishers of the *New England Journal of Medicine*, and Lippincott Williams & Wilkins are already experimenting with *DocuRights*. As a result of these experiments, Aries Systems Corporation processes a growing stream of daily e-commerce *DocuRights* transactions.

Richard Wynne concludes by saying: “We're seeing a lot of interest from STM publishers because *DocuRights* enables them to increase their ROI from rich content, without any downside risk.”

### **About Aries Systems Corporation.**

Since 1986 Aries Systems has successfully delivered technology that connects medical knowledge workers to the most accurate and comprehensive answers to their questions. Aries provides the navigation infrastructure that empowers all of the participants in the knowledge retrieval chain: publishers, database developers, knowledge workers and librarians. <http://www.kfinder.com> and <http://www.docurights.com>.

Please call 978-975-7570 to receive product samples, product graphics and photographs.

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