

***Knowledge MedRef™ Rapid Indexing Service for Medical and  
Healthcare Journal Literature Now Available from Aries Systems***

London -- December 9, 1997. Aries Systems Corporation (200 Sutton Street, North Andover, MA 01845, USA) today announced the immediate availability of *Knowledge MedRef* - an innovative new content indexing service for medical journal publishers, combined with an on-line bibliographic database of journal content now available for the first time.

*Knowledge MedRef* offers publishers immediate, widespread electronic visibility on the World Wide Web for their journal articles, reports, reviews and correspondence. No longer must publishers wait for indexing services to "select" their journal for inclusion, or tolerate delays waiting for someone else to add references for publishers' articles into a database. *Knowledge MedRef* puts the publishers' information on-line rapidly, when the contents are fresh and of greatest interest. Unlike traditional electronic indexing services and bibliographic databases, *Knowledge MedRef* offers:

- Citation publication (with or without abstract) for any and all *bona fide* medical, healthcare and social science publications.
- Rapid publication of journal citations on the World Wide Web, with data capture controlled and coordinated by the journal publisher.
- Accessibility of citations using Aries' acclaimed *Knowledge Finder®* and *Knowledge Web®* search technologies.
- Immediate worldwide visibility of publication content. Free access to all users maximizes the availability of the database and publisher citation data to all on-line users.
- No charges for entry, storage or subsequent retrieval or dissemination of publisher's reference content.

Article references are added to *Knowledge MedRef* by simple copying-and-pasting of citation and abstract data from the publishers' existing electronic files (or other sources) into a *Knowledge MedRef* data capture form. Citation data are stored in a secure, central *Knowledge MedRef* editorial database maintained by Aries, from where they can be recalled, edited, updated and modified by the publisher. The publisher chooses the date on which publication release of the data are made -- before, after or concurrent with the journal itself.

The *Knowledge MedRef* database is updated weekly, available for access by researchers, clinicians, educators and other healthcare professionals and consumers around the world. On-line users access the database either with Aries' simple *Knowledge Web* browser interface, or with the Expert *Knowledge Finder* client software. Aries' advanced fuzzy logic search engine accepts natural language queries, and produces search results ranked in order of likely relevance to the query. Users find that *Knowledge Finder* saves time and provides better search results than other services.

The *Knowledge MedRef* database explicitly identifies each publisher of the article data. The collection of valuable and unique content from many publishers makes *Knowledge MedRef* appealing to a wide range of healthcare professionals. Publishers' valuable content then becomes accessible not only to the target audience for the journal, but also to all healthcare specialists and consumers.

Early in 1998, Aries will introduce document delivery and subscription solicitation services on behalf of participating publishers, further increasing value to the publisher.

Interested publishers may obtain further details at the *Knowledge MedRef* information site <http://medref.kfinder.com>, by e-mailing [medref@kfinder.com](mailto:medref@kfinder.com), or by calling (978) 975-7570.

Aries Systems Corporation was founded in 1986, to develop innovative information retrieval and dissemination products, with special emphases in the fields of biomedicine and science. Aries Systems works cooperatively with other organizations in the information and health care industries, to identify and deliver improved knowledge access and delivery tools.

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