



Increase Visibility and Usage of Your Content by Joining the Primo Publisher Program

CONFIDENTIAL INFORMATION

The information herein is the property of Ex Libris Ltd. or its affiliates and any misuse or abuse will result in economic loss. DO NOT COPY UNLESS YOU HAVE BEEN GIVEN SPECIFIC WRITTEN AUTHORIZATION FROM EX LIBRIS LTD.

This document is provided for limited and restricted purposes in accordance with a binding contract with Ex Libris Ltd. or an affiliate. The information herein includes trade secrets and is confidential.

DISCLAIMER

The information in this document will be subject to periodic change and updating. Please confirm that you have the most current documentation. There are no warranties of any kind, express or implied, provided in this documentation, other than those expressly agreed upon in the applicable Ex Libris contract. This information is provided AS IS. Unless otherwise agreed, Ex Libris shall not be liable for any damages for use of this document, including, without limitation, consequential, punitive, indirect or direct damages.

Any references in this document to third-party material (including third-party Web sites) are provided for convenience only and do not in any manner serve as an endorsement of that third-party material or those Web sites. The third-party materials are not part of the materials for this Ex Libris product and Ex Libris has no liability for such materials.

TRADEMARKS

"Ex Libris," the Ex Libris bridge, Primo, Aleph, Alephino, Voyager, SFX, MetaLib, Verde, DigiTool, Preservation, URM, Voyager, ENCompass, Endeavor eZConnect, WebVoyage, Citation Server, LinkFinder and LinkFinder Plus, and other marks are trademarks or registered trademarks of Ex Libris Ltd. or its affiliates.

The absence of a name or logo in this list does not constitute a waiver of any and all intellectual property rights that Ex Libris Ltd. or its affiliates have established in any of its products, features, or service names or logos.

Trademarks of various third-party products, which may include the following, are referenced in this documentation. Ex Libris does not claim any rights in these trademarks. Use of these marks does not imply endorsement by Ex Libris of these third-party products, or endorsement by these third parties of Ex Libris products.

Oracle is a registered trademark of Oracle Corporation.

UNIX is a registered trademark in the United States and other countries, licensed exclusively through X/Open Company Ltd.

Microsoft, the Microsoft logo, MS, MS-DOS, Microsoft PowerPoint, Visual Basic, Visual C++, Win32,

Microsoft Windows, the Windows logo, Microsoft Notepad, Microsoft Windows Explorer, Microsoft Internet Explorer, and Windows NT are registered trademarks and ActiveX is a trademark of the Microsoft Corporation in the United States and/or other countries.

Unicode and the Unicode logo are registered trademarks of Unicode, Inc.

Google is a registered trademark of Google, Inc.

Copyright Ex Libris Limited, 2009. All rights reserved.

Document released: Month Year

Web address: <http://www.exlibrisgroup.com>

Primo Publisher Program

The Ex Libris Primo® system, which is in use at hundreds of academic institutions worldwide, is a user-centered tool for the discovery and delivery of scholarly materials. Among the many Primo customers are the British Library, Oxford University, New York University, the Royal Library of Denmark, the National Library of New Zealand, and the Swiss Federal Institute of Technology Zurich (ETH Zurich). (For more information about Primo, see <http://www.exlibrisgroup.com/category/PrimoOverview>.)

Ex Libris is now offering publishers a program that, at no cost to you, will make your materials more discoverable and more accessible to this growing community of Primo users.

Primo offers users a single interface for searching in library resources such as the library catalog and digital repositories. The Primo metasearch component enables users to search in remotely hosted licensed resources as well; however, the speed of search and the return of results is dependent on network constraints, and results are typically presented as a distinct list. With the Primo Publisher Program, Primo can now index your content and then access it directly, offering users fully integrated searching across the entire library collection, including remote licensed resources, and the presentation of results in a single, unified, relevance-ranked list. Licensed electronic content—the most frequently sought material today—becomes more visible and more readily accessible.

Simplifying Content Discovery

By offering easy access to an entire library collection via a single interface, Primo addresses the academic researcher's most pressing need—a simple and effective way to find high-quality

information. The new Primo Publisher Program maximizes the pathways to publishers' content, so your content has a greater chance of being integrated in the researcher's workspace.

When Primo indexes your content and accesses it directly, you gain these benefits:

- Increase the likelihood that researchers will discover and use your content
- Drive more traffic to your site and offer your services to your target audience
- Control full-text delivery with OpenURL linking, as you do now
- Enable end users to fulfill their academic tasks more effectively
- Assist libraries in optimizing the usage of their collection

Partnering with Ex Libris—an Easy Proposition

It's easy to partner with Ex Libris and, through the Primo Publisher Program, to increase access to your content. Deliver your content to us, or let us "crawl" your site, as appropriate. We can use FTP, OAI, or other methods that suit your environment.

We accept nearly all content formats, including XML, HTML, PDF, delimited ASCII, and MARC, and will take bibliographic data, abstracts, full text, and other data that you make available to us. To provide end users with the most compelling search experience, allow us to harvest your complete coverage of titles, including back files.

To ensure that your content is included and to learn more about the Primo Publisher Program, contact the Publisher Relationship Manager, Ex Libris, at primocentralprm@exlibrisgroup.com.

For a list of Primo Central publishers, please contact primocentralpub@exlibrisgroup.com.