

Burgundy to represent SPIE exclusively in new territories

Oxford, UK, 10th August 2010

Specializing in the promotion of innovative publishers, Burgundy Information Services has signed an agreement to extend its exclusivity to represent SPIE in Germany, Austria, Switzerland, Poland and the Czech Republic, for the sale of their SPIE Digital Library collection. This change in policy became effective 1 August 2010.

Speaking of the partnership, Sales Manager for the German-speaking region, Aaron Maierhofer expressed his confidence in the agreement: *"Since joining Burgundy in May this year I have been working closely with key librarians and consortia members in these important regions. I am very excited that we have gained the trust of SPIE to extend its exclusivity with Burgundy. I am confident that we can increase the readership of SPIE's excellent portfolio and we will be looking at innovative ways to reach out to librarians and academics alike".*

SPIE's Director of Digital Library Sales and Business Development, Marybeth Manning, commented *"The German-speaking countries are very active on the world stage for cutting-edge research and development of light-based technologies. Extending the sales agreement will enable SPIE to more effectively serve the optics and photonics research communities in these regions who are engaged in innovative research in the core technology areas covered by SPIE's conference and publishing programs."*

Markus Brammer, Head of TIB Legal and Licence Affairs, German National Library of Science and Technology (TIB), who has worked with Burgundy on previous projects over the years says *"While negotiations are continuing, the involvement of Burgundy brought about a better adaption of proposals to the German market. We also value highly the efficiency and responsiveness of the Burgundy team."*

More information about the SPIE Digital Library and its licensing approach can be learned by attending their Webinar on 11th August entitled "Reset. A Society Publisher's Response to the New Publishing Economy", register at www.gotomeeting.com/register/986281505.

About the SPIE Digital Library - The world's largest collection of optics and photonics research

SPIE is a not-for-profit professional membership society with over 17,000 Members. The SPIE Digital Library includes over 295,000 technical papers from SPIE Journals and Conference Proceedings—from 1990 to present—in cutting-edge technologies such as biophotonics, nanotechnology, sensors, lasers, electro-optics, communications, and imaging. Many of the world's leading research organizations publish their latest work in the SPIE Digital Library. SPIE conferences are recognized as "must attend" events where research is shared with colleagues from around the world. These technical advancements are quickly captured and disseminated in the SPIE Digital Library, thereby helping users stay competitive in their fields. For more information visit www.dlinfo.org or SPIEDigitalLibrary.org

About Burgundy

Burgundy represents a wide range of Publishers and e-Content Aggregators from around the world, specialising in the development and implementation of effective sales and marketing strategies and negotiating the delivery of scholarly information to Libraries and Information Centres throughout Europe.

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