

e-Book Trends: a Knovel Perspective

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Why e-Books?

- Traditional libraries are shrinking.
- Available 24/7 via the Web.
- More up to date than hard copy.
- Search across multiple books.
- Text and databases integrated.
- Added Functionality and Interactivity.



Technical Consumer Needs

Consumers are looking for Information Systems that:

- **Are organized in a way that can be searched quickly and easily.**
- **Incorporate the content with relevant software tools.**
- **Maintain the integrity of the data while also saving time in the research process.**



Knovel Content

Aggregated from over 30 different publishers and integrated into a consistent interface across all references.



Subject areas covered include:

Adhesives, Coatings, Sealants & Inks

Aerospace & Radar Technology

Biochemistry, Biology & Biotechnology

Ceramics & Ceramic Engineering

Chemistry & Chemical Engineering

Construction Materials & Engineering

Electrical & Power Engineering

Environment & Environmental Engineering

Food Science

General Engineering References

Mechanics & Mechanical Engineering

Metals & Metallurgy

Pharmaceuticals, Cosmetics & Toiletries

Plastics & Rubbers

Safety, Health & Hygiene

Semiconductors & Electronics

How Knovel Adds Value

Universities

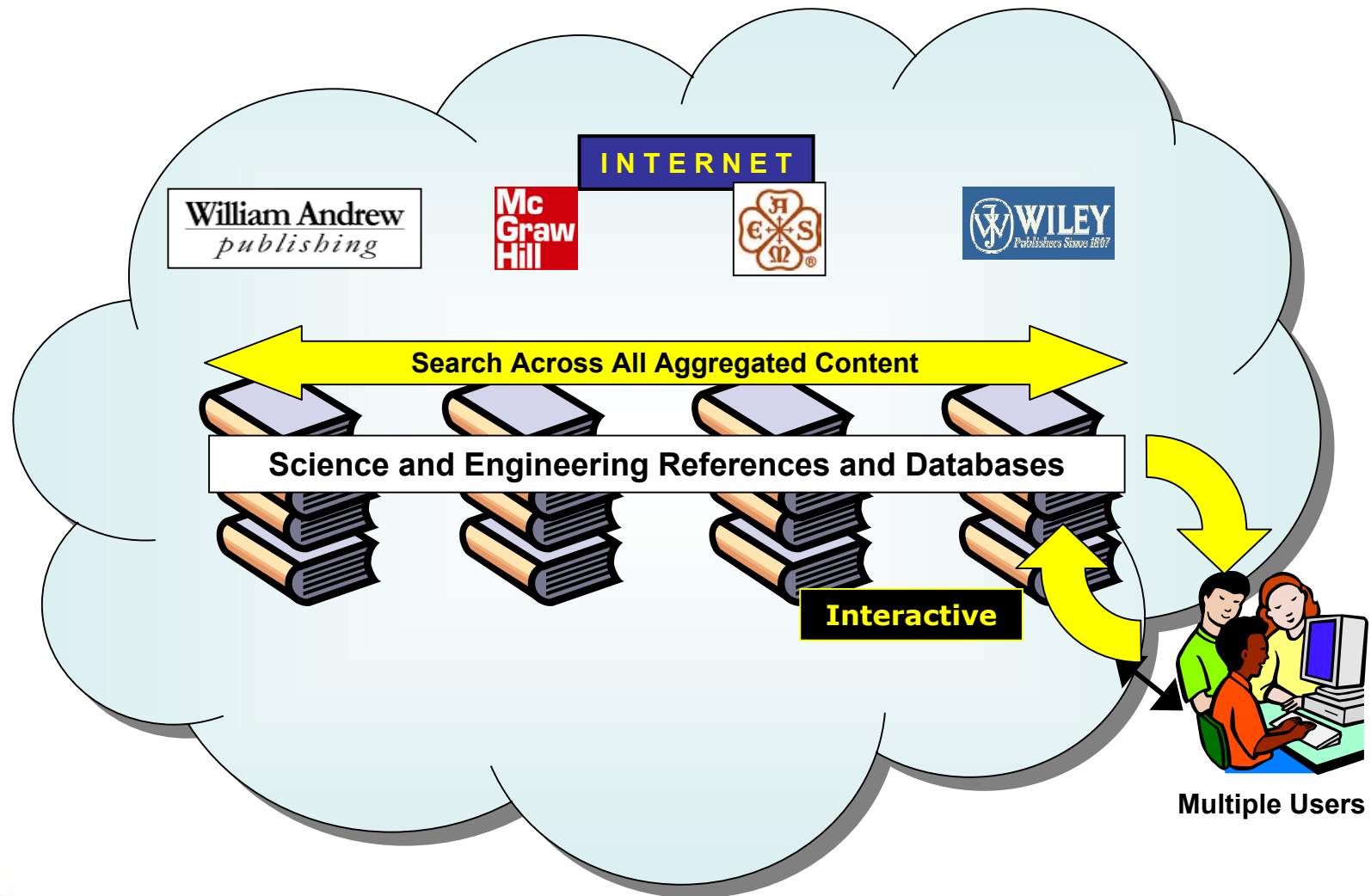
- **Student Information Competency**
- **Research**
- **Coursework Integration**

Corporate

- **Solutions to Science and Engineering Problems**
- **Relevant Content Performs Well in Answering Industry Questions**
- **Accelerating and Expanding the R&D Process**

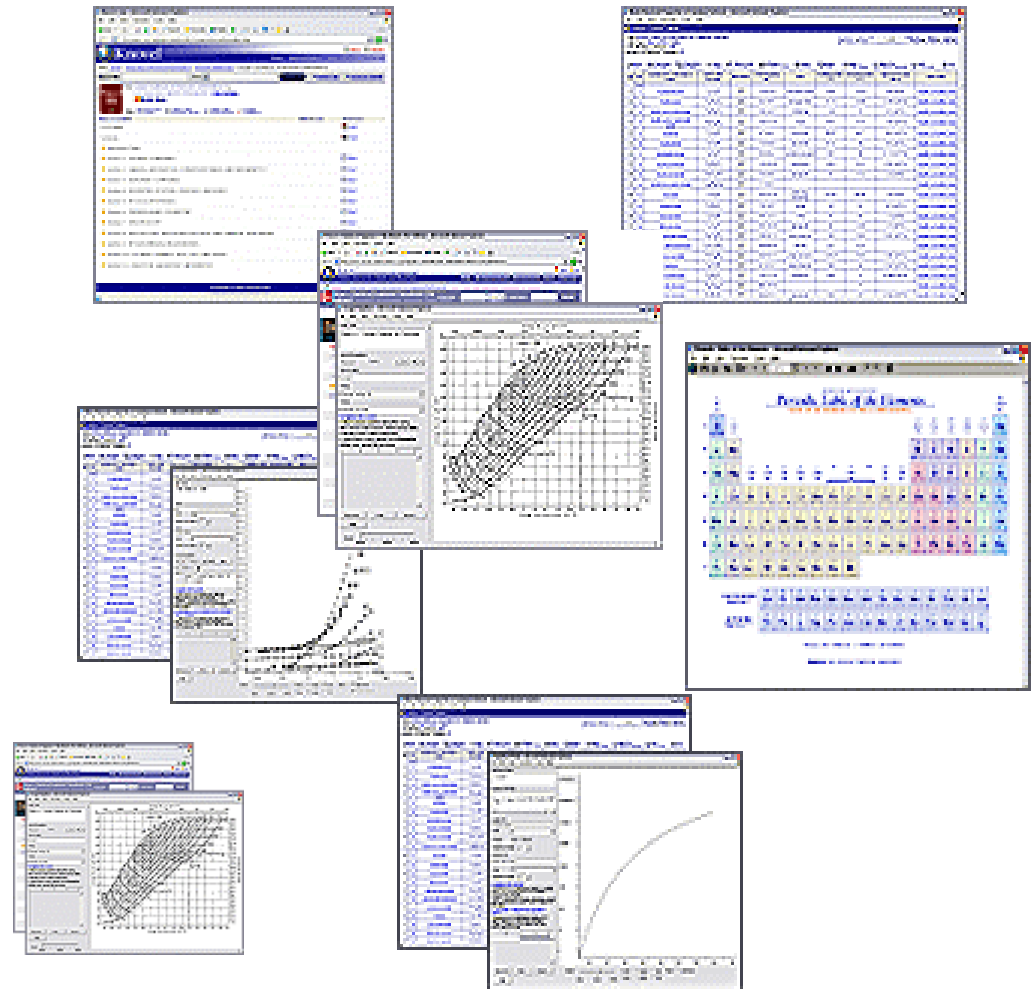


How Knovel Works



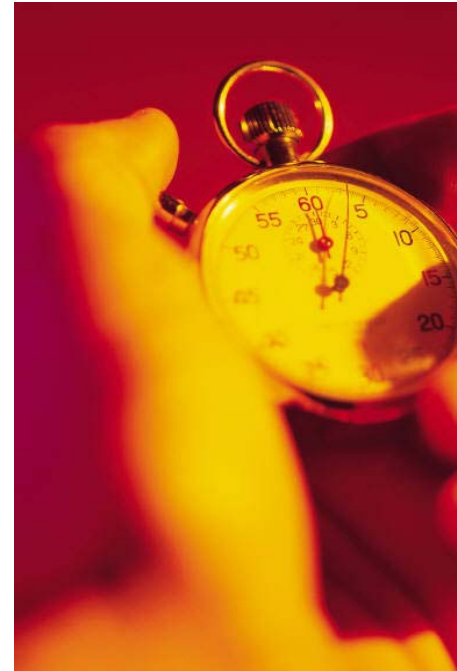
Knovel Productivity Tools

- Interactive Tables
- Graph Plotter
- Equation solver
- Material Database
- Search by keywords and data
- Units conversion



Consumer Benefits

- Over 600 + reference books to each desktop, with over 25 additional titles uploaded each month
- Over 20 million data records
- Over \$120,000 of reference material to each desktop
- Can be customized to include your proprietary information
- Continued product and marketing support



Knovel's Pricing Models

Academic Pricing Model- Unlimited Access

Based on the number of relevant users/ Technical FTE

- Small Schools
- < 500 relevant users
- < 1,000 relevant users
- < 1,500 relevant users
- > 1,500 relevant users

Knovel's Pricing Models

Corporate Pricing Model

Based on the number of concurrent users or relevant professionals

- 1 concurrent user or 50 relevant professionals
- 3 concurrent users or 150 relevant professionals
- 5 concurrent users or 250 relevant professionals
- 10 concurrent users or 500 relevant professionals
- 20 concurrent users or 1000 relevant professionals

Monitor the Activity

- Monthly Tracking Reports
- Pulse Reports
- Turnaway Reports
- Parent/Child Accounts

Archival Policy

- Archiving the data contained on www.knovel.com is not allowed.
- Any downloading or printing of the material must be in accordance with all copyright laws and performed by authorized users only.

The Results

Improvement in the way research gets done impacts every aspect of the users success.

Faster Time to Market

+

Better Quality Products

Greater Customer Satisfaction