

Elsevier Joins SIPX Platform

Elsevier, a world-class content provider of scientific, technical and medical (STM) journals and books, recently became a SIPX partner and joined the SIPX Publisher Advisory Board. Bob Weinschenk, CEO of SIPX, noted that "Elsevier's breadth and depth of material is outstanding and a critical resource for our higher-education customers."

The Elsevier logo is displayed in a blue-bordered box. The word "ELSEVIER" is written in a bold, orange, serif font.

By connecting content providers and users in one end-to-end solution, the SIPX service vastly simplifies the identification, pricing, rights clearance, access and overall usability of digital media for today's post-secondary educational institutions. For publishers and other content providers, SIPX also enables industry-leading analytics to improve the quality and speed of editorial and business decision-making.

Dan Morgan, Senior Manager North America for Universal Access at Elsevier, stated "I am very impressed not only by SIPX's up-to-date and elegant solutions for clearing content for traditional coursepacks, but also the potential for sustainable engagement with broader courses such as MOOCs (Massive Open Online Courses). Their networks and processing capabilities will enable easy geographical and cost experimentation with MOOCs, helping retain value for our content. Additionally, the available reporting should help develop more evidence-based strategies in this emerging, and relatively under-studied, educational space."

We are also excited to announce additional new customers that have signed up for the SIPX service, including **Alliant International University**, **California Institute of the Arts**, and **Mount St. Mary's College**. Other new publisher partners are **Bioscientifica**, **Fordham University Press**, and **M.E. Sharpe**. **Georgetown University Press** has joined the SIPX Publisher Advisory Board, and **BMJ and Silverchair** have signed on as platform and service partners.



Making Waves at SSP and NASIG

On June 6, Franny Lee, SIPX Co-Founder and VP University Relations / Product Development participated in the opening plenary at the Society for Scholarly Publishing (SSP) 35th Annual Meeting in San Francisco, CA entitled "[Massive Open Online Courses: Everybody's Doing It, What's In It for Me?](#)" The session was well-received and was recapped in an

[Against the Grain](#) article shortly thereafter. Heather Staines, SIPX VP of Publisher Development, also spoke in a session entitled "[Rights Automation For Classroom Use And For MOOCs.](#)"

On June 7, Franny shared how to "[Maximize Digital Content Access with No Copyright Frustration](#)" at the North American Serials Interest Group (NASIG) 2013 Great Ideas Showcase in Buffalo, NY. The next day, she participated in a panel discussion entitled "[Using Computing Power to Replace Lawyers: Advances in Licensing and Access.](#)"

SIPX will be attending many global events in the coming months -- check out our Event

Calendar below for details.

[Event Calendar](#)

SIPX will be participating in the following upcoming events. Reach out to us via Twitter at [@SIPXCopyright](#) or contact us via email at info@sipx.com to arrange a meeting.

June 27 - July 2, Chicago, IL
[ALA Annual Conference](#)

October 9-13, Frankfurt, Germany
[Frankfurt Book Fair](#)

October 15-18, Anaheim, CA
[EDUCAUSE](#)
Simplifying Copyright in Online Education: Understanding New Behaviors (Franny Lee)

October 28-30, Monterey, CA
[Internet Librarian 2013](#)
Working Digitally: Workflow, Copyright, & Student Tutorials (Franny Lee)



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