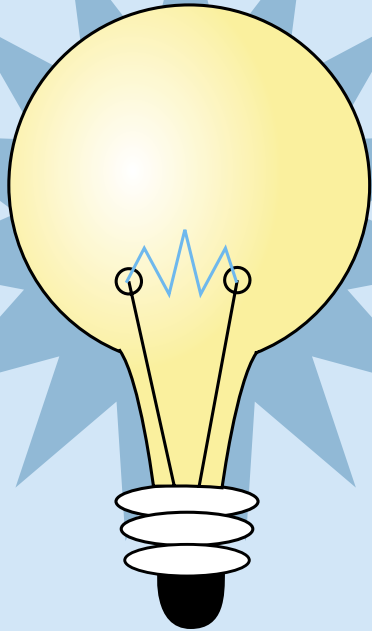




Single searching  
**simplified** 

Introducing Thomson Gale's New Technology Platform



**T**he technological revolution taking place in the world of academic and scholarly research has created unique opportunities to propagate information at **light speed**. With the vast array of technologies and search tools available, information once considered rare or remote is now obtainable.

Libraries of all types and sizes continue to be confronted with this sudden proliferation of content and are continually challenged to provide simple, affordable ways to make this information accessible to their users.

At **Thomson Gale**,<sup>™</sup> a part of The Thomson Corporation, we are not only one of the largest aggregators of information in the publishing industry, but also a leader in the way delivery platforms are developed and used to access information seamlessly and efficiently.

*"It's rare that we ever try to find every document on some topic. Often we are satisfied with just one document, or we give up with none. It isn't because we are 'satisfied' that we have 'good enough' information, but we sacrifice based on the time consumed or pain experienced."*

— Herbert Simon,  
Nobel Prize Winner in Economics



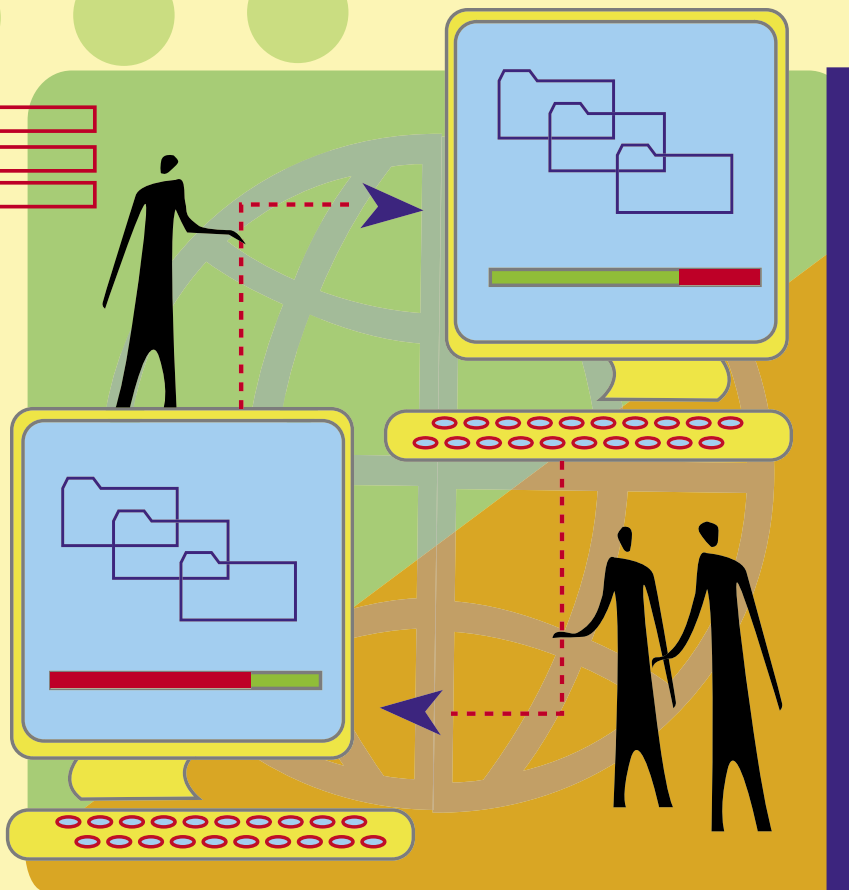


## HIGH-WIRED PLATFORM

In simple terms, a platform is defined as the hardware and software used to deliver a software application. For instance, Thomson Gale's electronic products have run on various delivery platforms, depending on the content focus. Databases such as *InfoTrac OneFile*®, *Expanded Academic ASAP*®, *Custom Newspapers* and other periodical databases have "lived" on one type of platform, while *Resource Centers*, eBooks, and primary source databases "lived" on a different platform.

The growing number of electronic products available from publishers today compels users to scrutinize myriad resources before they can even begin their search for desired information. Once resources are found, the user must then learn how to navigate each user interface and distinct platform in order to garner the most accurate results — a daunting, time-consuming process with no guarantee of precise results.

As an **innovative solutions** provider, Thomson Gale responded to this conundrum by developing a unique, streamlined user experience.



## SEAMLESS CONTENT DELIVERY

In order to improve the researcher's ability to navigate, find, assimilate and manage information, Thomson Gale has created a truly **revolutionary** delivery platform that eliminates the need for repetitive searches in different databases. Now, users can cross-search multiple Thomson Gale databases simultaneously in a single user interface.

This new delivery platform addresses the information needs of researchers in the changing library world. It is the culmination of more

than two years of market research — meeting with customers like you, listening to valuable input — in order to discover what capabilities and features librarians and library users expect in our **next generation** of online products.

What users now will find is a complete merger of different product interfaces and content into one single platform — with a simple, common look and feel. We have retained all of the functionality of our current databases, while leveraging the technology across all databases offered by Thomson Gale.

# AN UNCOMMONLY EFFICIENT COMMON USER EXPERIENCE

The enhanced common user interface associated with our new platform reduces the time and energy librarians typically spend

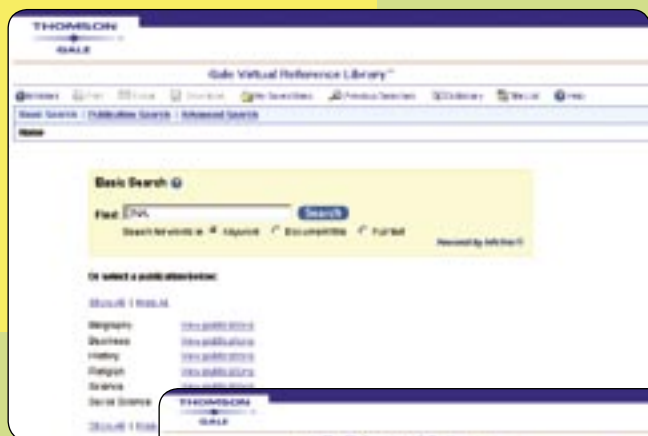
in training. It also **simplifies** the materials required to learn how to use our databases. In fact, all of our electronic databases will have the same look and feel, but will retain specific searching capabilities for particular product data sets.

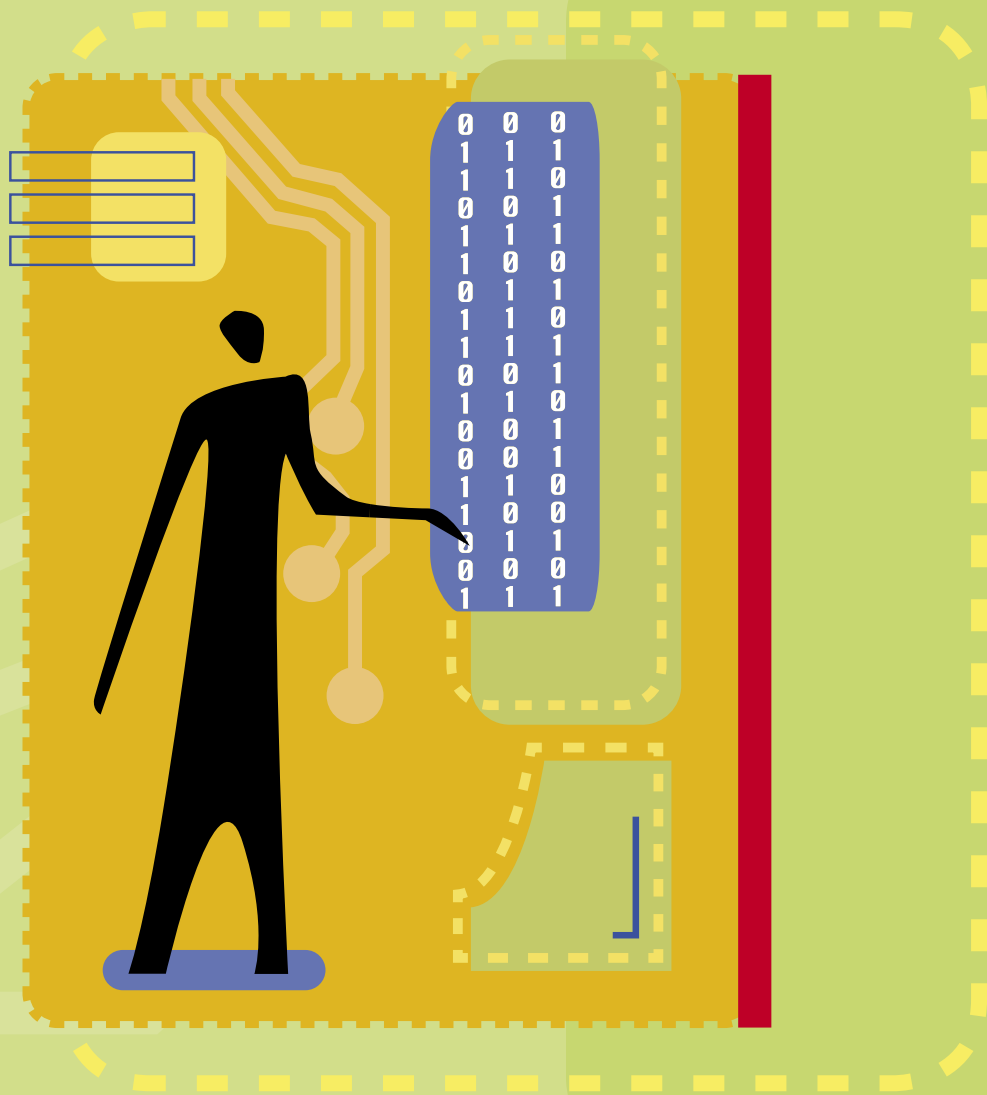
Here's what our new delivery platform will provide users and libraries:

- A "brought to you by" feature built into the platform that offers libraries the opportunity to brand the database as their own
- A new, improved product user interface that combines the simplicity of the *InfoTrac* user experience with the features of the *Resource Center* user experience
- An accelerated research process
- The ability to customize the Thomson Gale interface to specific library needs and preferences

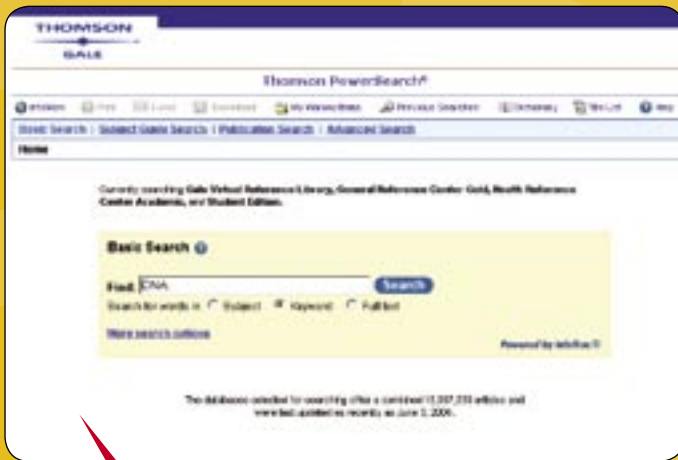
- An improved capability for federated search vendors to simplify searching
- An enhanced subject guide
- Basic search
- Better images — inline and PDF
- Breadcrumb navigation
- Browseable indexes
- Citation export

- Citation generator
- Context sensitive help
- Continued support for standardized usage reporting meeting ICOLC and COUNTER guidelines
- Customer branding links
- Efficient use of Thomson Gale's *InfoMark* technology to assist with sharing of searches and articles through e-mail, Web pages and links





- E-mail
- Enhanced article-linking capabilities to ensure users find the full text and images they seek
- Improved access to specific publication searching
- Improved access to the library catalog by increasing the amount and quality of MARC records linking library OPAC systems seamlessly to Thomson Gale resources
- *InfoMark* Generator
- Knowledge discovery tools, such as OpenURL access and cross-product searching, that accelerate the research process
- Link to any Web site
- Link to WorldCat
- Link to library holdings
- Mark list
- MARC Records
- OpenURL 0.1 and 1.0 support
- Publication search
- Quick Search
- Remote access to content 24x7
- Search history
- Search within results
- Sorting
- Subject-assisted search
- TOC display
- Translation programs
- Z39.50 support
- Z39.80 support
- And more!



## MORE POWER TO YOU

So, what's driving our new delivery platform? A superpowered search engine we call *Thomson Gale PowerSearch™*. With *Thomson Gale PowerSearch's* cross-searching capabilities, users can now access all the Thomson Gale content in your library's collection by exploring one, several or all available databases simultaneously — while organizing results effectively. *Thomson Gale PowerSearch*

provides a **sophisticated**, yet **simple**, solution for managing a wealth of periodical, reference and primary source information utilizing a single system.

When a search is conducted, *Thomson Gale PowerSearch* simplifies navigation with a “breadcrumb trail” that shows a path that the search has taken and lets the user easily return to any previous step. Any page can be quickly accessed using tabs found on the navigation bar directly below the title banner. Helpful toolbar buttons, such as Dictionary and Title Lists, are available at the top of every page.

*Thomson Gale PowerSearch* offers many ways in which to search for information, including Basic Search, Subject Search, Relevance Sorting, Publication Search and Advanced Search.

### NAVIGATE WITH EASE

Not sure what type of information is available in a particular database? *Thomson Gale PowerSearch* helps users select the databases most appropriate to include in a cross-search by providing an alphabetical listing of databases along with a description of each one.

Users search the way that's **easiest** for them — by entering one or two keywords, using pre-defined subject terms or constructing complex search queries using Boolean logic. Below the search term field, users will find a list of Thomson Gale databases so they can simply select one or more databases, or All Databases to include all the collections available. The database from which each document is found will appear as part of the search results.



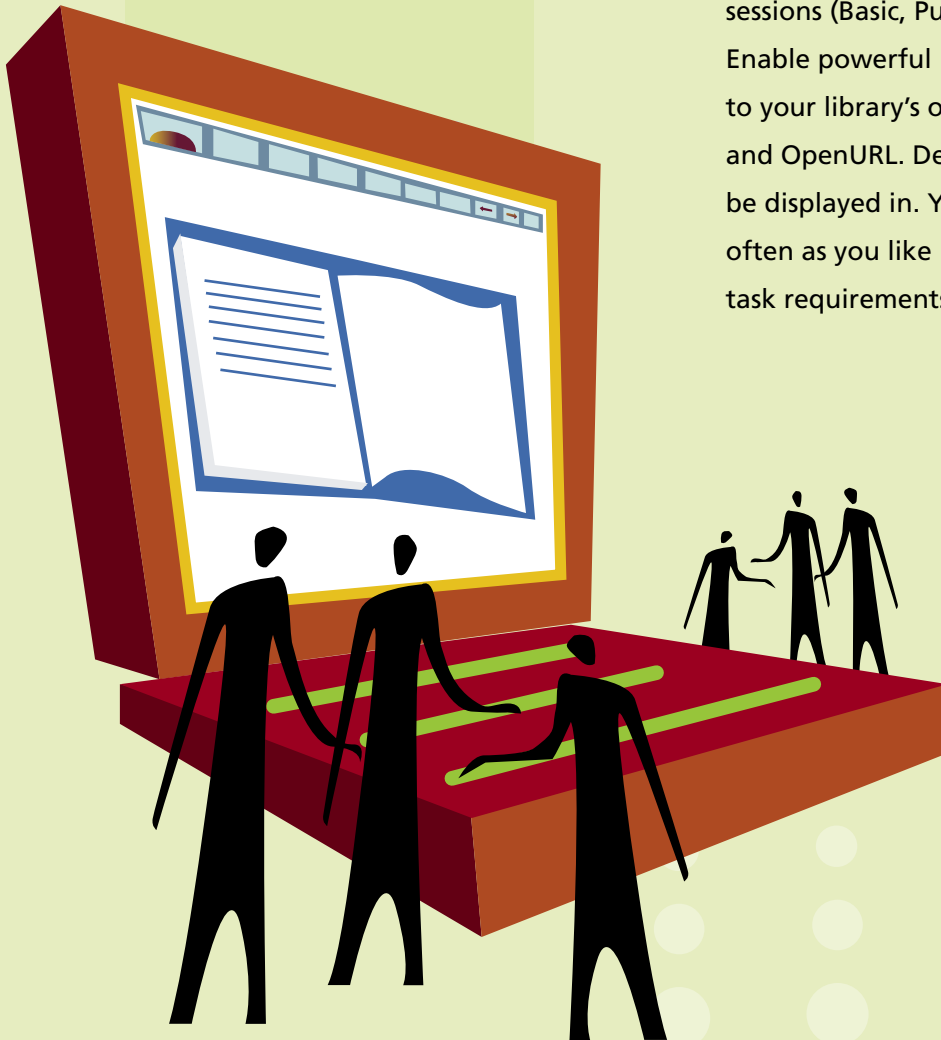
Here are some advantages to using *Thomson Gale PowerSearch*:

- Ability to search and/or limit by publication format, target audience and document type gives librarians and users the ability to quickly access and identify sources of information specific to homework assignment and course assignment requirements
- Advanced search limiting options are universally applied (rather than selected per-database) and apply directly to all content selected from multiple databases
- Consistent and universal presentation of search bars, tools and content throughout. The common user interface lends ease-of-navigation and ease-of-instruction, as delivered through virtual reference, online tutoring, training and in-classroom use
- Consistent citation presentation of publication and source metadata for all Thomson Gale content simplifies bibliographic instruction, heightens users' abilities to make informed selections and simplifies citing
- Delivers the ability to refine an existing search and to sort, limit or expand existing search results directly from the results display
- Global links from within the user environment give librarians and educators convenient access to product-specific support materials available at [www.gale.com](http://www.gale.com)
- Increases ease and speed in meeting curriculum support and homework support needs
- Libraries are able to tailor Thomson Gale content to their collection; customize their organization's presentation of their content for their unique community of users; and maximize ease-of-access for their library's local and remote users
- A friendly and appealing user environment and self-explanatory features make it an approachable choice for users of all skill levels
- Precision searching, combined with powerful recall of search history and award-winning content, create a powerful system for novice or advanced researchers
- Quick Search provides the ability to begin a new search from anywhere without returning to a search form
- Supports both version 0.1 and 1.0 OpenURL standard for inbound and outbound linking

# RESULTS

## TAILORED TO USER NEEDS

Our new common user interface can be customized to match the skill level and habits of your users. It provides a clear window to Thomson Gale's complete collection of proprietary, full-text databases and features remote patron authentication, detailed usage reports and is available 24 hours a day, seven days a week via the Web or Internet. Use it to control search modes, retrieval formats and so much more. Start out by selecting the default search mode for all new user sessions (Basic, Publication or Advanced search). Enable powerful linking features such as direct links to your library's online catalog, interlibrary loan, and OpenURL. Decide what format citations should be displayed in. You can alter your preferences as often as you like in order to accommodate various task requirements.





## **ENHANCED INDEXING AND VOCABULARY SEARCHING PRECISION**

Users will benefit from extended browsing and index searching — the result of the efforts of our professional indexers who deliver accurate and timely records. Their indexing skills are augmented by state-of-the-art machine-aided technology. An ongoing quality assurance program ensures that the indexers' work is monitored for quality and completeness. Indexers scan the articles to understand their content and add article types, subject-indexing, named entities and content-specific fields so the user has multiple access options, in addition to the bibliographic information and the text. This superior index feature allows users to build their search queries much more efficiently than before.

Records available in our databases are indexed with terms from Thomson Gale's controlled vocabulary. This means that content can be searched seamlessly with a single vocabulary to enhance searching precision. The vocabulary itself continues to evolve as new terminology and concepts enter the language. The existing database records are retrofitted with changes to the language so that older records can be retrieved with the single Thomson Gale vocabulary. With this controlled vocabulary, users are able to narrow their research topics in a more logical manner.



## MAKE THE RIGHT **CONNECTIONS**

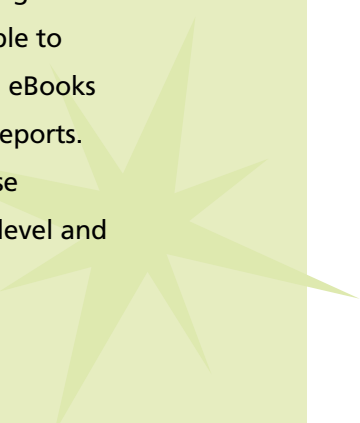
*InfoMarks* is an exciting feature found in our new delivery platform. Like saved searches, *InfoMarks* are dynamic because each time an *InfoMark* is employed, the search is re-executed. This built-in utility allows users to re-execute searches and embed them in Web pages, e-mail, word processing documents and more. With *InfoMarks*, you simply cut the persistent URL that appears in the *InfoMark* window and place it into another document. *InfoMarks* is the perfect tool for creating reading lists, course packs, study guides, content services, guidelines for special projects, bibliographies, training sites, electronic journal directories, syllabi and so much more.

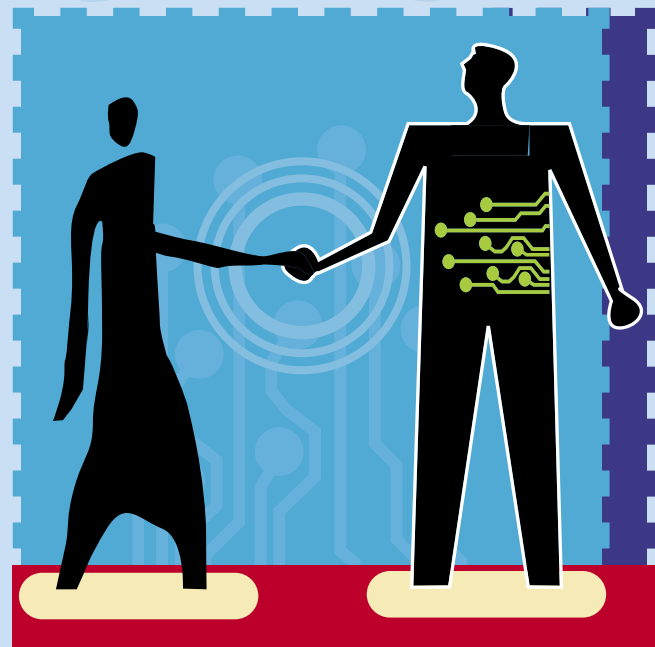
### **SUPERB ACCESS OPTIONS**

The remote patron authentication service allows you to extend service beyond your library walls and reach deeper into the community. It offers librarians a secure and manageable solution that enables access to registered remote users and non-stop service to your community 24 hours a day via the Web or Internet.

### **DETAILED USAGE REPORTS**

Understanding how databases, eBooks and journals are used is critical to any library's budget management. With our new platform, your library will be able to easily and accurately track usage by database, eBooks or journals and get new simultaneous usage reports. You can also change the configuration of these reports based on time period, content, detail level and recipients.





## **THE THOMSON GALE ADVANTAGE**

The desirability of content depends not only on its enhanced accessibility, but also upon its authenticity and accuracy. Which is precisely what sets Thomson Gale's new delivery platform apart: our content pools are some of the most authoritative, comprehensive and dynamic available in the world. For half a century, we've been known for our accuracy, scope and convenience of information. In fact, no other information publisher offers the breadth and depth of information, in so many formats, than Thomson Gale. Now, libraries and their users can receive the best of both worlds: unparalleled content combined with state-of-the-art technology.

**To find out how our new database platform will help revolutionize the way your electronic holdings are used, call your Thomson Gale Representative today at 1-800-877-GALE or visit [www.gale.com](http://www.gale.com)**



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