

360 LINK NEW TECHNOLOGY IMPROVES THE LINKING EXPERIENCE

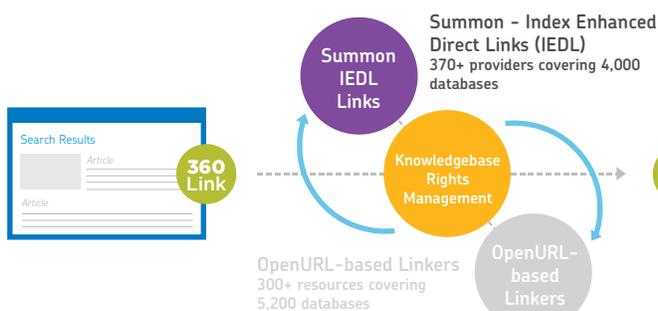
Delivering access to content is critical to addressing the challenges faced by libraries today. The impacts of failed links and the costs of delivering a poor user experience erodes trust, drives users away from the library, and drives usage down. As a result, link resolver reliability and user experience should not be taken lightly and must be considered a high-priority.

Our latest innovations for 360 Link, Index-Enhanced Direct Linking (IEDL) and the Sidebar Helper frame, are the most dramatic and meaningful improvements to be delivered for link resolvers in more than a decade. Together these two developments redefine the link resolver category by delivering better access to content, providing a superior user experience, and increasing the value of the library within the research process.

INDEX-ENHANCED DIRECT LINKING (IEDL)

The introduction of IEDL linking to 360 Link expands the boundaries of link resolver technologies by moving beyond a sole reliance on OpenURL linking. Originally developed for the Summon® service, IEDL technology improves link reliability by eliminating common metadata mismatches between referring sources and target platforms that often cause problems for traditional OpenURL link resolvers.

Using provider specific data elements curated from the vast Summon unified index, IEDL provides verified and unmediated, one-click access to full-text content from more than 370 providers, representing greater than 4,000 databases, and covering more than half a billion journal articles and other content types. Unlike OpenURL technologies which can fail from 5-30% of the time, IEDL links deliver near 100% reliability, resolve to content faster, and are updated more frequently.

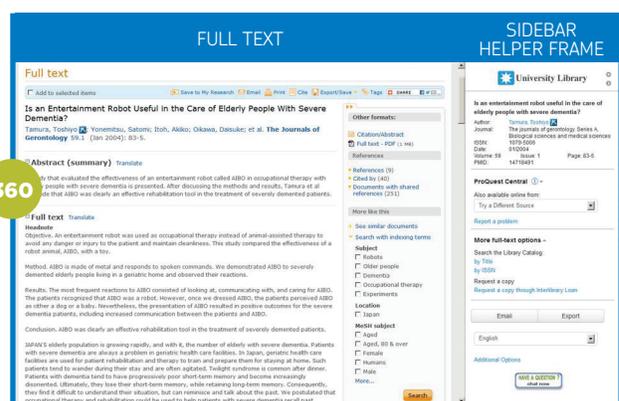


By using IEDL linking, users are immediately directed to full text and can leverage the Sidebar Helper frame.

360 LINK SIDEBAR HELPER FRAME

The new 360 Link Sidebar Helper frame offers a user experience that provides libraries a more persistent presence and higher visibility in the researcher's workflow as well as unique opportunities to help users at the point of need. After taking advantage of one-click access to full-text with IEDL, users are presented with convenient options to get help or use additional library resources through the 360 Link Sidebar Helper frame.

The Sidebar Helper frame provides clearer pathways for end-users to get to desired content, eliminates the most common confusion points in the linking experience, and allows for greater promotion of library services at the most critical point in the users' research workflow. Customizable and able to be library branded, the Sidebar Helper frame provides intuitive links to library resources, including access to librarians via integrated links to reference chat that appear in-line with the content that users are accessing.



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