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EESI-View - Enhanced Electronic Serials Interface - a new way of viewing journal articles on screen

Portland Press Limited is delighted to announce the launch of EESI-View¹ a completely new and innovative way of viewing journal articles on screen.

EESI-View employs a novel 3-frame approach to solve the frustrations of reading journal articles online. EESI-View enables the reader to view text, figures and author information at the same time, analogous to the printed page, with easy automatic resizing of frames, simple navigation, linking, roll-over pop-ups to authors' affiliations and references, all customizable to suit the reader.

EESI-View will be launched at BioScience 2004, the major annual international meeting of the Biochemical Society in Glasgow on 19 July. It will first be available for the prestigious Reviews from the highly cited *Biochemical Journal*. Rhonda Oliver, Managing Director of Portland Press explains "our Editors set us the challenge of making reading journal articles on screen acceptable to more users - and we wanted to offer those who are already avid on-screen readers a more practical and efficient experience - by taking advantage of the advanced navigation capabilities that modern web pages are able to incorporate. Our IT staff have risen to this challenge admirably by developing EESI-View".

Portland Press publishes journals and books for the Biochemical Society as well as handling fulfilment of over 81 journals on behalf of other organizations. Advances in online publishing such as EESI-View show that learned society publishers continue to play an essential part in communicating scientific research internationally.

Notes for Editors

1. Patent applied for.
2. Enhanced Electronic Serials Interface EESI-View has been developed to address the shortcomings of existing HTML articles. These are traditionally flat, linear representations of the printed version with the entire article, including figures and tables, constituting one HTML "page". Several attempts have been made to get away from this linear aspect in the past and

improve the readability of HTML articles but they still fall short of the practical advantages of having the paper copy in your hands. EESI-View overcomes these problems.

3. For further information contact Editorial@portlandpress.com
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4. To see EESI-View visit the "What is EESI-View?" help page at
<http://www.BiochemJ.org>
5. Portland Press Ltd is the wholly owned subsidiary of the Biochemical Society with international membership approaching 7000.

