

## **MIT Press Teams with Tizra to Build an Online Computer Science Library**

*Tizra's Agile PDF software to be used in press's first effort to broaden focus of online offerings beyond traditional scholarly and professional audiences.*

**April 30, 2008 (Cambridge, MA)**—MIT Press has signed an agreement with Tizra, Inc., to use the company's recently launched Agile PDF software platform to create a website that will enable users to find, buy and view online versions of books published by the press. The site, which will carry MIT Press branding, is scheduled to go live next month with books from the press's world-renowned Computer Science and related collections.

MIT Press's print works have long been noteworthy for reaching a broad audience beyond scholarly and professional readers, but prior to the initiative with Tizra, its online audience has been more specialized. Because the new service will be available to individual as well as university and institutional customers, it represents a significant step toward broader online access to MIT Press content. The service also represents the first time the press has sold online versions of its computer and information science books—which naturally appeal to online researchers.

“We are very happy to be working with Tizra,” says MIT Press Director Ellen W. Faran. “Our books reach a wide audience of professionals, students, and general readers, and the Tizra platform enables us to offer them a greater choice of digital formats. Most importantly, it will allow us to experiment with a variety of electronic offerings to find out what will best meet the needs of our readers.”

For Tizra, the signing caps a series of deals that had already exceeded sales goals since the launch of Agile PDF in February. “Signing with MIT Press so soon after launch represents the strongest validation of our product and business model we could have hoped for,” says David Durand, CEO of Rhode-Island based Tizra. “Not only are they one of the largest and most prestigious university presses in the country, but they have a long track record of technological innovation, which we are proud to be associated with.”

Part of the reason MIT chose Tizra's new platform for the initiative was the flexibility and direct control Agile PDF provides over site branding and product definition, without the investment and risks associated with custom software development. “Tizra offered us a very attractive way to build on our own brand, and to create new online products that play to the particular strengths of our publishing program,” said Gita Manaktala, Marketing Director at the press. “Like other publishers, we are still learning the best ways to distribute our books online, so it's imperative that we work with technology that will let us respond and adapt quickly.”

For many MIT Press authors, editors and readers, however, the advantages of online access are already beyond doubt. “Authors have been asking about online packaging—sometimes even before they sign with us,” says Ada Brunstein, the press's Computer Science editor. “They know it's important to readers, and many also believe seeing the content online will actually increase interest in purchasing the printed book.”

### **About The MIT Press**

The MIT Press, one of the largest American university presses, publishes scholarly books and journals in the humanities, social sciences, and sciences. With a long-standing commitment to distinctive design and the creative use of new technologies, The MIT Press publishes innovative research that pushes the boundaries of knowledge as well as comprehensive works that contribute to a foundational understanding of their fields. More information can be found at <http://mitpress.mit.edu>.

### **About Tizra**

Tizra's mission is to provide content owners large and small with unprecedented control over the marketing, sales and delivery of their online content. Tizra's first product, Agile PDF, is a hosted service that enables non-technical staff to create new online products from existing content and sell them through publisher branded web sites with highly flexible business terms. The company is headquartered in Providence, Rhode Island, and funded in part by Rhode Island's Slater Technology Fund. More at <http://tizra.com>.

### **MIT PRESS CONTACT**

Gita Manaktala  
[manak@mit.edu](mailto:manak@mit.edu)  
617-253-3172

### **TIZRA CONTACT:**

Abe Dane  
[abe.dane@tizra.com](mailto:abe.dane@tizra.com)  
401-787-6427

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