FOR IMMEDIATE RELEASE

AAAS Partners with SIPX for Innovative Digital Copyright Service

Washington, DC and Palo Alto, CA (XX November 2013)--The American Association for the Advancement of Science (AAAS), the publisher of the world’s leading general scientific journal Science, just announced its partnership with SIPX, a new web-based technology developed at Stanford University, to support the inclusion of AAAS online content in both traditional university campus classes and massive open online courses (MOOCs).

SIPX’s transparent, end-to-end, digital copyright service offers a wide range of content options, and helps manage copyrights and deliver digital documents for the higher-education marketplace. It blends seamlessly into online education environments such as learning management systems and MOOCs, which are aimed at large-scale interactive participation and open access via the web. By delivering all types of course materials, including for-pay, open and royalty-free content, SIPX is a helpful tool for instructors to enrich their educational materials. Moreover, the service’s innovative copyright management system offers analytical tools and reporting to support decision-making in this relatively new and fast-evolving educational space.

“Experimenting with new pathways of content delivery is a critical aspect of AAAS’s mission to ‘advance science and serve society,’” said Beth Rosner, publisher of Science. “Our partnership with SIPX will help us broaden the dissemination of valuable scientific research and enable AAAS to cater to the needs of digital learning environments.”

Bob Weinschenk, SIPX Chief Executive Officer, said “We are excited to see AAAS take a lead in making copyrighted material easily and broadly available in digital form. The SIPX service provides an ideal platform for AAAS content, and we look forward to this partnership having immediate impact.”

While AAAS material is available for use in traditional campus classes, AAAS excludes MOOCs from the authorized user definition of its site license agreement with institutions. However, with facilitation from the SIPX platform, AAAS online content in massive open online courses will now be possible. Visit SIPX’s website to learn more about this service: http://www.sipx.com

About SIPX, Inc.

Developed at Stanford University, SIPX (pronounced “sip-ex”) is a new web-based technology created to offer a wide range of content options, manage copyrights and deliver digital documents for the higher-education marketplace. SIPX is the first and only company to provide an end-to-end service with these capabilities. The SIPX mission is to create an open and transparent system where higher-education content consumers and providers can come together to the benefit of all parties, including libraries, university management, educators, students, creators, publishers, owners, aggregators and rights agents. SIPX launched its pilot implementation at Stanford in April 2011 and has grown in use ever since. For more information, visit www.sipx.com or follow SIPX on Twitter (@SIPXCopyright).

About AAAS

The American Association for the Advancement of Science is the world’s largest general scientific society and publisher of the journals Science (ScienceOnline.org), Science Signaling (ScienceSignaling.org), and Science Translational Medicine (ScienceTranslationalMedicine.org). AAAS was founded in 1848 and serves 261 affiliated societies and academies of science, reaching 10 million individuals. Science has the largest paid circulation of any peer-reviewed general science journal in the world, with an estimated total readership of 1 million. The non-profit AAAS is open to all and fulfills its mission to “advance science and serve society” through initiatives in science policy, international programs, science education, and more. For the latest research news, log onto EurekAlert!, the premier science news website, a service of AAAS.