Learning Objects
Network

THE ASSOCIATION OF AMERICAN PUBLISHERS AND LEARNING OBJECTS NETWORK SIGN AGREEMENT TO REGISTER DOIS FOR E-LEARNING CONTENT

New York – June 12, 2003 – The Association of American Publishers, Inc. (AAP) will begin immediately to expand its DOI usage by working with Learning Objects Network (LON) to register Digital Object Identifiers (DOIs) for a number of AAP's digital content objects including materials for eLearning, performance support, and knowledge management.

"It is a wonderful honor for LON to serve as a DOI Registry Agency for the AAP," said John Purcell, Founder and President of LON. AAP launched the DOI initiative in 1995 and has guided its development since then. LON has worked with the AAP and its members to implement the DOI in online learning and knowledge management environments in both the public commercial space and for specialized government initiatives including those with the Department of Defense.

LON's implementation of the DOI assures the ability to uniquely identify, search for, find, and access digital content even when that content is updated or new content is made available. The DOI provides persistent and reliable access to digital online content any place in the world.

"The AAP is looking forward to using the DOI capabilities for training and instructional materials," says Ed McCoyd, Director of Digital Policy for the AAP. The Association of American Publishers (AAP) is the principal trade association for the U.S. book publishing industry, and has some 300 members comprising most of the major commercial book publishers in the U.S. including smaller and medium-sized houses, non-profit publishers, university presses, and scholarly societies.

LON helps content owners increase their sales by making it possible for content consumers to discover appropriate intellectual property and services within their own enterprises, among partners, and on the public Internet.

About Learning Objects Network, Inc.

Learning Objects Network (LON) is an Internet infrastructure software company that enables the distributed management of high value digital content and creates an

efficient online marketplace for the secure discovery, purchase, delivery, and use of digital content objects. By providing the missing network technology between the providers and users of digital content objects, LON is increasing providers' control over their content assets, greatly expanding the availability and usability of quality content and removing critical barriers to the growth of online content markets. LON provides DOI registry and network services in both private and public environments. LON's consulting services assist content owners in the adoption of standards-based object-oriented content strategies including implementation of the Sharable Content Object Reference Model (SCORM) specifications.

About The Association of American Publishers, Inc.

The Association of American Publishers is the principal trade association for the U.S. book publishing industry with some 300 members, comprising most of the major commercial book publishers in the United States, as well as smaller and medium-sized houses, non-profit publishers, university presses, and scholarly societies. AAP members publish hardcover and paperback books in every field and a range of educational materials for the elementary, secondary, post-secondary and professional markets. Members of the Association also produce computer software and electronic products and services. The protection of intellectual property rights, the defense of free expression, and the promotion of reading and literacy, especially among the young, are among the Association's primary concerns.

Contacts

Ed McCoyd
The Association of American Publishers, Inc. (AAP)
(212) 255-0200 x264
emccoyd@publishers.org
http://www.Publishers.org

Tom Barefoot
Learning Objects Network, Inc. (LON)
(802) 496-5500
Tom.Barefoot@LearningObjectsNetwork.com
http://www.LearningObjectsNetwork.com