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FOR IMMEDIATE RELEASE

SEED ANNOUNCES NEW LAUNCHES AND PARTNERSHIPS AT THE SOCIETY FOR SCHOLARLY PUBLISHING ANNUAL MEETING

NEW YORK (May 28, 2009) – In a keynote speech at the Society for Scholarly Publishing (SSP) Annual Meeting in Baltimore, MD this morning, Seed CEO Adam Bly announced a number of new initiatives and innovations in scientific communication.

- Bly officially launched a new Information Science channel on ScienceBlogs for the 10,000 librarians who regularly visit the site. The new channel will feature several prominent librarian-bloggers and information scientists and will focus on open access and open science, digital and print publishing, intellectual property and ownership, data visualization, and other revolutions in information science.
- Bly previewed the new release of ResearchBlogging to SSP attendees. The software from Seed Technology connects scientific papers to scientific blogs, enabling researchers to make use of the unique and timely information about current science in the blogosphere. The new release of ResearchBlogging includes support for citation data from ArXiv and PubMed, and streamlined citation generation.
- Bly unveiled RB Connect, a new service that enables scientific publishers to link articles to aggregated blog posts from ResearchBlogging. RB Connect will be launched on the websites of PLoS One from the Public Library of Science, the pioneering open access publisher, and the Royal Society, the prestigious British scientific society and publisher.

In his speech, Bly said: “We sit today with the opportunity to re-imagine our industry and redefine its first principles. This is a moment not for incremental change but a wholesale revolution.”

“We need science today unlike ever before. (...) We cannot be the impediment to discovery. We cannot be the limiting factor to progress. Scientists rely on us and the world relies on them. We must not let them down.”

About Seed Media Group

We are inspired by the potential of science to improve the state of the world and we make media and technology to help realize that potential. Seed Media Group is headquartered in New York City and has offices in Cambridge, MA, San Francisco, and Munich. To learn more, please visit www.seedmediagroup.com.

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