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DocuRights® “Secure Container” Technology Allows Leading Medical Publisher to Explore New Markets

North Andover, MA, USA -- September 1, 2000. Aries Systems Corporation today announced that the world-class scientific journal *Gut* (published by the BMJ Publishing Group, London, England) is now available in *DocuRights* format at:

<http://www.docurights.com>

Delivery of scholarly content in electronic format is being revolutionized by a new breed of distributed storage networks such as Napster, Gnutella and FreeNet. These Internet technologies (sometimes called peer-to-peer networks) allow users to copy and share files between themselves, rather than passing them through a central point of control, such as a publisher's web server.

While peer-to-peer (P2P) networks may appear to threaten the integrity of publishers' copyrights, they can actually be harnessed to generate substantial new incremental revenues - provided that content is appropriately protected.

DocuRights is a secure electronic copyright system that envelops documents in “secure containers” so that publishers can control their content even when the electronic files no longer reside on the publishers' server.

DocuRights has been optimized to meet the unique needs of scientific, technical and medical (STM) publishers by providing a rich feature-set that reflects publishers' existing business practices and their customers' expectations. For example, publishers can configure *DocuRights* to allow users a “fair use” count for each document, or allow users a timed “free preview”.

Richard Wynne, Director of Sales and Marketing at Aries Systems Corporation (the developers of *DocuRights*) noted, “An increasing number of STM publishers such as the BMJ Publishing Group have determined that *DocuRights* “secure container” technology has the potential to protect their content and create new revenue streams through P2P networks”.

Alex Williamson, Publishing Director for Specialist Journals at the BMJ Publishing Group, said, “Our goal is to achieve maximum visibility of our content, while ensuring authenticity and copyright protection. *DocuRights* is attractive because it combines both of these attributes.”

Since the launch of *DocuRights* at the 1999 Frankfurt Book Fair it has been used with content from an increasing number of leading STM publishers, including the Massachusetts Medical Society (publishers of the *New England Journal of Medicine*), Lippincott Williams & Wilkins, and S. Karger (Basel, Switzerland).

Please call 978-975-7570 to receive graphics, photographs and additional information.

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