SIPX Announces Broad Range of Higher-Education Customers and Partners for Innovative Digital Copyright Service

Palo Alto, CA (May 21, 2013) – SIPX, Inc. today announced a broad range of higher-education school customers and publisher partners for the company's innovative, end-to-end, digital copyright service.

"Today is an exciting milestone for SIPX," said Bob Weinschenk, SIPX Chief Executive Officer. "In the past nine months, we've spun-out from Stanford, completed our financing, ramped our operations and engaged with a world-class group of customers and partners eager to meet end user demand for a modern and efficient digital copyright management system."

SIPX provides a new cloud-based technology, created to offer a wide variety of content options, manage copyrights and deliver digital documents for the higher-education marketplace. Developed from Stanford University research, the SIPX service is fully operational and in use today.

SIPX blends seamlessly into a school's Learning Management System (LMS) and online education environments such as Massive Open Online Courses (MOOCs). The SIPX service helps instructors enrich their educational materials by delivering all types of course materials, including for-pay, open and royalty-free content. With the SIPX solution, students can view, print and download this content, faster, more easily and legally. SIPX recognizes and appropriately applies contextual pricing or pre-existing rights to students, while highlighting how schools and libraries purchase and maintain subscriptions for their communities. The SIPX service analytics also help schools and publishers improve their understanding of what content students are connecting with and how to leverage that content most effectively.

By offering a transparent, efficient, end-to-end system, SIPX benefits all parties in the ecosystem for higher-education reading materials.

Schools and consortia that have signed up with SIPX include *California State University Northridge, Golden Gate University*, *Occidental College*, *Stanford University*, *State University of New York (SUNY) Empire State College*, *University of Illinois (Urbana-Champaign)*, *the Statewide California Electronic Library Consortium (SCELC)* and a wide array of SCELC schools.

Rick Burke, Executive Director of SCELC, said "We've seen strong interest from large and small SCELC schools in deploying the SIPX service. SIPX drew a lot of attention at our recent SCELC Vendor Day, not only for its copyright management technologies, but also for its potential to put the library's resources front and center for the user. We look forward to continuing our partnership with SIPX to bring this innovative approach to more libraries."

In addition to its school customers, SIPX announced partnerships with more than twenty-five (25) publishing, platform and service partners, many of which have joined the SIPX Publisher Advisory Board. Advisory Board members include *Wolters Kluwer Health's Lippincott Williams & Wilkins Journals, Nature Publishing Group, Perseus Books Group, Brill, Association for Computing Machinery, Business Expert Press, University of California Press, University of North Carolina Press, Pennsylvania State University Press, Brookings Institution, SPIE, and Stanford University*

Press. Additional publisher partners being announced today are *Rowman and Littlefield, Rosetta Books, IGI-Global, Hindawi, Casemate/Oxbow, Institute for Operations Research and the Management Sciences (INFORMS), National Information Standards Organization (NISO), ABC-Clio/Praeger Publishers, Berghahn Books*, and *Inderscience.* Platform and service partners include *HighWire Press, Metapress, GeoScienceWorld* and *Copyright Clearance Center (CCC)*.

"As a trade publisher, the Perseus Books Group is always looking to reach the academic market through innovative, digital services, and SIPX certainly fits the bill. We're thrilled to be partnering with SIPX and connecting with a broader audience," said Bill Smith, Director of Domestic Rights and Digital Partner Development, Perseus Books Group.

SIPX continues to work with Copyright Clearance Center (CCC) to ensure a seamless integration of the two services. Tracey Armstrong, President and Chief Executive Officer of CCC, said "We are happy to support SIPX as the company brings a broad, integrated, networked solution for copyright management to the world of post-secondary education."

More statements of support can be found on the SIPX website (http://www.sipx.com/resources-downloads/testimonials). The company expects to announce additional customers and partners in the coming months.

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).

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