Some background

- Mechanical engineer
- Hewlett-Packard R&D
- Plastics information online
- Information that wasn’t available

William Andrew Publishing

Knovel

- The Engineer’s Objective is to solve a given problem with the simplest, safest, most efficient design possible, at the lowest cost.
- Problems must be solved on time with a reasonable degree of completeness and with emphasis on precision and a logical, comprehensive approach.
- It is necessary for successful engineers to devote between 10% and 20% of their time to becoming aware of new technology.
Questionable value added

“The fact that technology is able to represent documents on the screen is clearly not sufficient justification for converting every piece of paper into electronic format.”


Knovel Technology

Answers to your Questions

Supported by over 600 e-References

Critically acclaimed Scitech Reference books, Handbooks and Databases from distinguished publishers along with Conference Proceedings.
Important Data Elements for Technical E-Books

<table>
<thead>
<tr>
<th>Interactive Tables</th>
<th>Interactive Spectra</th>
</tr>
</thead>
<tbody>
<tr>
<td>X-Y Graphs with Metadata</td>
<td>Excel Spreadsheets</td>
</tr>
<tr>
<td>Interactive Equations</td>
<td>High-Res, Images, Sound, Video Clips, ... and More!</td>
</tr>
<tr>
<td>Chemical Structures</td>
<td></td>
</tr>
</tbody>
</table>
Tables

<table>
<thead>
<tr>
<th>Material/Name</th>
<th>Structure</th>
<th>Type (N)</th>
<th>Mass Weight</th>
<th>Room Temp (K)</th>
<th>Melting Point (K)</th>
<th>Sublimation Point (K)</th>
<th>Solubility</th>
</tr>
</thead>
<tbody>
<tr>
<td>acetone</td>
<td>CH₃COCH₃</td>
<td>5</td>
<td>63.08</td>
<td>273.15</td>
<td>563.15</td>
<td>563.15</td>
<td>1</td>
</tr>
<tr>
<td>acetone</td>
<td>CH₃COCH₃</td>
<td>5</td>
<td>63.08</td>
<td>273.15</td>
<td>563.15</td>
<td>563.15</td>
<td>1</td>
</tr>
</tbody>
</table>

Equation Solving
Digitized Graphs

Equation Solving - Excel
Structure Searching

![Structure Searching Diagram]

Landolt-Bornstein

![Landolt-Bornstein Diagram]
The New “Librarian”

- A key project team member.
- User/librarian interaction to increase.
  - User feedback instantaneous.
  - Resource availability instantaneous.
  - ROI participant.
- Database literate.

“I have always imagined that paradise will be a kind of library.”

— Author/Poet
Jorge Luis Borges
1899-1986

Top Ten List

10 - The term Technical E-Books will be OK to use again
9 - Browse will be as important as search
8 - Increasingly granular content elements will be delivered into the engineer’s/scientist’s workflow.
7 - Content and tools for narrowly defined user groups in specific vertical industries will become common.
6 - Excellent customer service will prevail
5 - Content = x; Content + Analytical Tools = 3x
4 - More books brought back from the dead
3 - Firms that embrace and steward building something new will stand the best chance going forward
2 - Buyers will work more closely with Publishers/Aggregators on product and pricing
1 - Evolution of Technical E-Books will accelerate
Thank you