

Prospek E-Buku di kalangan para penguna

Tema 5 - Pengurusan Sumber Elektronik: Strategi Promosi dan Penawaran Sumber Elektronik

Susan Ooi – General Manager, Access Dunia Sdn Bhd





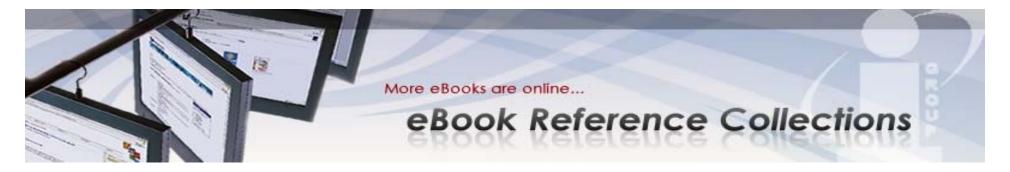
Agenda

- Introduction of eBooks
- Benefits of eBook vs Print
- Types of eBooks
- Various eBooks models
- eBooks Trends in Asia
- Digitization of eBooks/Resources



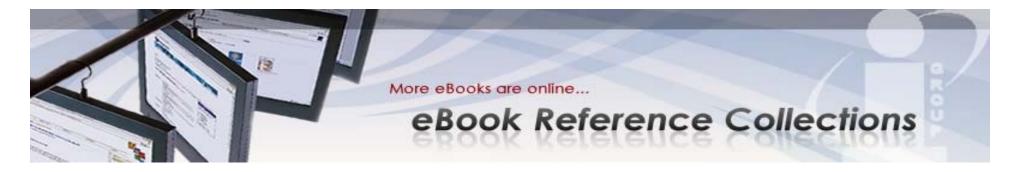
eBook is defined as...

• An electronic book (also e-book, digital book) is a text and image-based publication in digital form produced on, published by, and readable on computers or other digital devices. [1] Sometimes the equivalent of a conventional printed book, e-books can also be born digital. The Oxford Dictionary of English defines the e-book as "an electronic version of a printed book," [2] but e-books can and do exist without any printed equivalent. E-books are usually read on dedicated hardware devices known as e-Readers or e-book devices. Personal computers and some cell phones can also be used to read e-books.

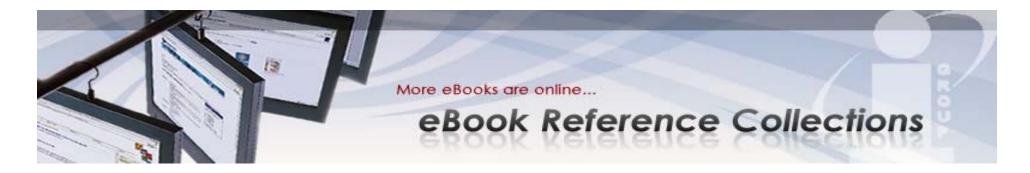


Benefits of eBooks to Print

- Searchable
 - Unlimited content/s and collections
 - Multi-discipline
- Multi-campuses or branches access
 - With unlimited access and remote authentication (simultaneously access)
- Broaden Research scope (coverage)
 - Searchable Index & Abstract Services
 - Narrow to subject field
- Link to Full Text
 - Via Full Text, Crossref, DDS, Inter-library Loan
 - Subscribed, Perpetual, Archive, Open Access

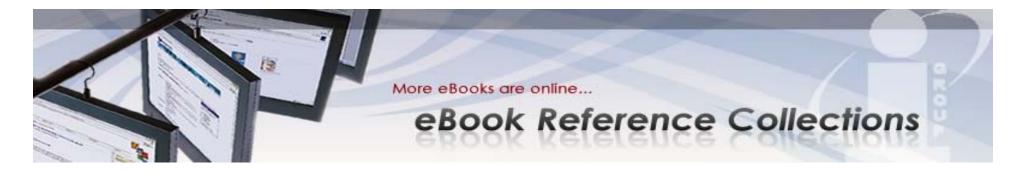


- Access to information quicker
 - Eliminate shipping and delivery time
- Limitation on physical space
 - Storing print materials
- Integrates with existing ILS/digital resources
 - MARC records
 - Z39.50, OpenURL compliance
- Usage Report
 - Measurable; justification; accountability



Media of eBooks

- Computers or Notebooks
 - Academics
 - Reference
 - TextBooks
- eBook Reader
 - Kindle, Sony Reader, Samsung, Hanwang, iPad,
 Smart Phones, etc



Types of eBooks Access Model

- Licensing Model
 - Perpetual
 - Pick and Choose
 - Subject or Full Collection
 - Subscription
- B2B/eCommerce
- Telecommunications/Mobile companies
- Purchase via Kiosk



Technology – A Driving Force

- How many iPads sold in a single month?
 - 1 million, twice the first month's sales of the iPhone.
- How many Google searches are currently conducted each month?
 - 31 billion! In 2006 there were 2.7 billion.
- How many text messages are sent and received each day?
 - More than the total population of the planet!
 - There are more iPhones and Blackberries in the world than there are people in the UK.
- How many registered users are on MySpace?
 - Over 200 million.
 - If MySpace were a country, it would be the 5^{th} largest in the world.
- How many internet devices were there in 2008?
 - 1 billion; up from 1,000 in 1984
 - Mobile devices will be the world's primary gateway to the Internet by 2020.

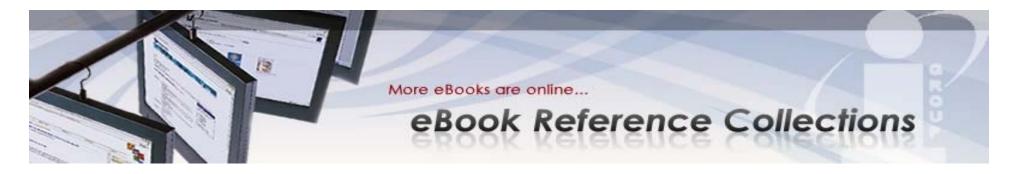






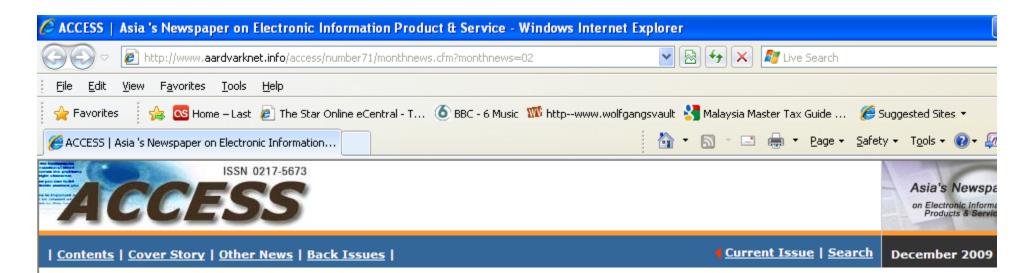


More and more libraries digitizing their materials to make available to the world...



In Asia and Australasia,

- Australia universities libraries were some of the first few eBooks adopters in early 2000s and has seen increased collections between 2008-2010...
- In 2005, Hong Kong (JULAC) starts to purchase eBooks for all Univs (JULAC members)
- Taiwan, TEBNET was formed in 2001 and completed first eBooks purchase in 2002. Then follow by forming of TAEBC in 2007, more English books were purchased
- Singapore has also seen purchasing eBooks in early 2000s from both NLB and universities...





What to withdraw: print collections management in the wake of digitization

Harvard, National Library of

- China embark on digitization project
- Mobile search of IEEE Xplore digital library

RMIT Publishing presents

- the Informit Health Collection
- Cybrarian Ventures to promote reading in Dubai

Scopus sole citation

- · provider of the Australian Research Council
- EU Bookshop Digital Library goes live

China leads all nations in

- · publication of chemical patents says CAS
- Read write and highlight with enTourage eDGe™

Yale library gets grant to

 create virtual gallery of Islamic manuscripts

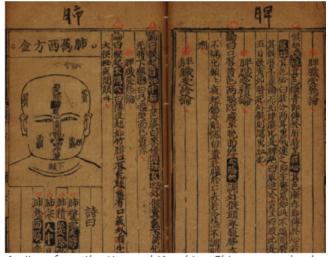
Harvard, National Library of China embark on digitization project

One of the most extensive collections of rare Chinese books outside of China will be digitized and made freely available to scholars worldwide as part of a six year cooperative project between Harvard College Library (HCL) and the National Library of China (NLC).

Nancy Cline, the Roy E. Larsen Librarian of Harvard College, and Dr. Furui Zhan, Director of the National Library, formally signed an agreement detailing the project on Friday, 9 October in the Harry Elkins Widener Memorial Rooms in Widener Library.

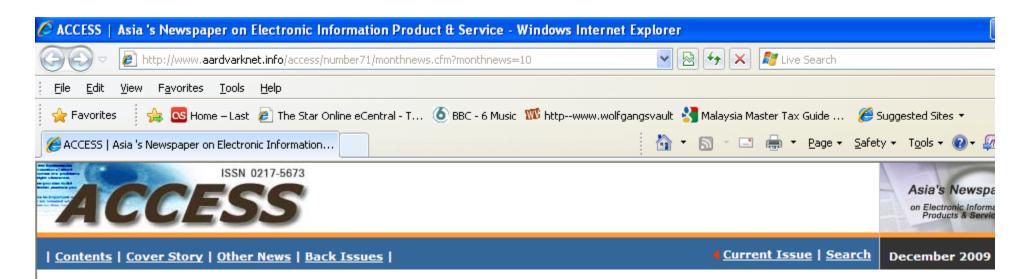
"We are pleased to engage in this important collaboration with our colleagues from the National Library of China," said Nancy Cline, the Roy E. Larsen Librarian of Harvard College. "Dr. Zhan's commitment to ensuring that these rare materials become an important part of the digital future will have a significant impact on scholarship."

Among the largest cooperative projects of its kind ever undertaken between China and US libraries, the project will digitize Harvard-Yenching Library's entire 51,500 volume Chinese rare book collection. One of the libraries which make up the Harvard College Library system, Harvard-Yenching is the largest university library for East Asian research in the Western world. When completed the project



An item from the Harvard-Yenching Chinese rare book collection which will be digitized as part of the landmark project.

The digitization work will be performed by HCL Imaging Services group in its state-of-the-art lab in Widener Libra where staff members have been working to design new



🔁 In this issue

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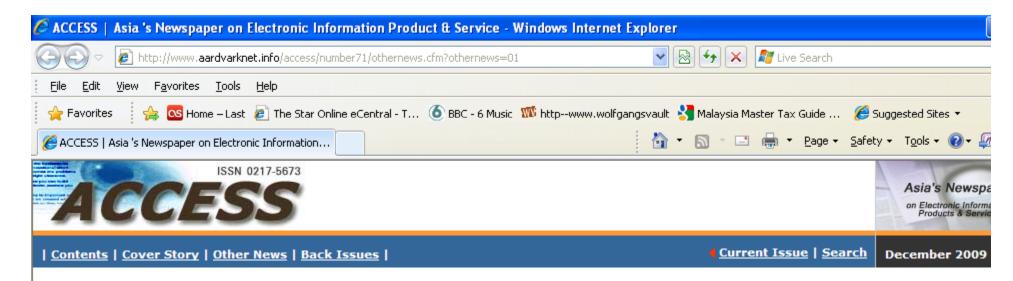
Yale library gets grant to create virtual gallery of Islamic manuscripts

Yale University Library and the University of London's School of Oriental and African Studies (SOAS) have received a joint grant from the National Endowment for the Humanities (NEH) and the Joint Information Systems Committee (JISC) in the United Kingdom to create a virtual gallery of Islamic manuscripts.

The project, which will be known as the Yale-SOAS Islamic Manuscript Gallery, will improve access to trans-Atlantic collections of manuscripts and manuscript catalogues and dictionaries held by Yale and SOAS, creating a digital archive that will be accessible to researchers in the fields of Arabic and Middle Eastern Studies. This one-year grant of approximately USD240,000 continues the Yale Library's current Arabic digitization efforts, which have been in development since 2001.

Yale University Librarian Alice Prochaska said, "Yale and SOAS are committed to supporting scholarship on the Middle East by making our rich and unique collections available to researchers and students around the world. This robust digital partnership will also act as a model for other institutions and repositories."







New York Public Library and

 Kirtas Technologies make 500,000 public domain books available to the world

World Scientific takes

- Shanghai Centurys Developing China series global
- Chinas research output more than doubled since
- more than doubled since 2004

Indias scientific research

- output increases eighty percent since 2000
- Wiley-Blackwell and
- Semantico offer online medicines quide
- globalEDGE Database of
 International Business
- Statistics
- Store AIP journal articles to <u>iPhones</u>
- Knowledge and discovery in Dalian
- HathiTrust offers full text
- search of millions of

New York Public Library and Kirtas Technologies make 500,000 public domain books available to the world

Readers and researchers looking for hard-to-find books now have the opportunity to dip into the collections of one of the world's most comprehensive libraries to purchase digitized copies of public domain titles. Through their Digitize-on-Demand program, Kirtas Technologies has partnered with The New York Public Library to make 500,000 public domain works from the Library's collections available to anyone, anywhere.

"New technology has allowed the Library to greatly expand access to its collections," said Paul LeClerc, President of The New York Public Library. "Now, for the first time, library users are able to order copies of specific items from our vast public domain collections that are useful to them. Additionally the program creates a digital legacy for future users of the same item and a revenue stream to support our operations. We are very pleased to participate in a program that is so beneficial to everyone involved."

Using existing information from NYPL's catalog records, Kirtas will make the library's public domain books available for sale through its retail site before they are ever digitized. Customers can search for a desired title on www.kirtasbooks.com and place an order for that book. When the order is placed, only then is it pulled from the

Whether patrons are looking for a title about a president such as, Memories of President Lincoln, by Walt Whitman or by a president—African Game Trails; An account of the African wanderings of an American hunter-naturalist, by Theodore Roosevelt - The New York Public Library is the place to turn. Collections available on Kirtasbooks.com afrom NYPL's General Research Division and include bookfrom the local and U.S. history, genealogy, humanities a social sciences collections. Titles include several 19th century cookbooks, a first print edition of Casey at the E by Ernest Thayer, The Origin of the Werewolf Superstitic (1909) by Caroline Taylor, and a first edition version of Herman Melville's Moby Dick from 1851.

"The New York Public Library is an iconic institution that represents strength, history and knowledge," said Kirtas Founder and CEO Lotfi Belkhir. "We're honored to be partnering with them to help make their collections avail to the world."

<u>Kirtas</u> currently has 13 partnerships with universities and public libraries to make special collections available for a conline. Virtually any library with a modern records datable and valuable collections can participate in the Digitize or Demand program.





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HathiTrust offers full text search of millions of digitized books and journa

A year after its launch by 25 leading U.S. research libraries, HathiTrust Digital Library announces a service that will transform how researchers use the more than 1.6 billion pages (4.6 million volumes) in its collections.

The breakthrough allows for full text searching capabilities across the entire library. Researchers can now search public domain and in-copyright works by keyword or phrase.

Based on open source Solr/Lucene technology, the service expands on an experimental search of public domain volumes introduced in November 2008. Full text search will continue to be supported across the repository as it grows at a rate of hundreds of thousands of volumes every month.

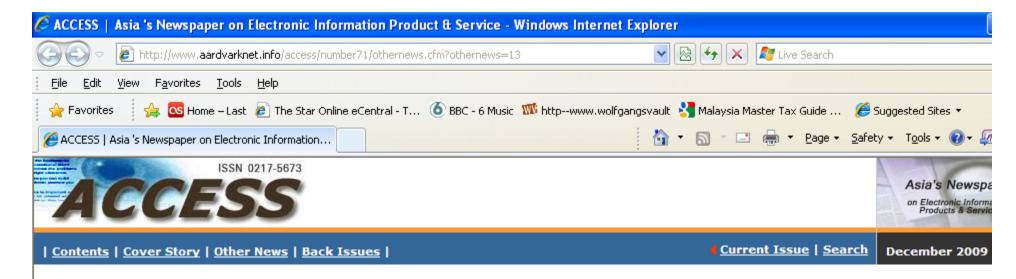
"The HathiTrust partners are pleased to offer a search service that helps mine this growing body of authoritative library materials," said John Wilkin, HathiTrust Executive Director and associate university librarian at the University of Michigan. "HathiTrust continues to distinguish itself with its reliability and with its efforts to broaden the availability of digitized library collections in the flow of scholarly discourse. We see this valuable discovery service as one in a series of major steps HathiTrust is taking to shed light on this vast body of material."

In combination with the HathiTrust Digital Library's caref curated bibliographic data, the new functionality allows researchers to more efficiently locate items relevant to t research. It also lays the foundation for future services: as full text search with faceted browsing, advanced sear 'more like this' options, and tools that can be used in computational research.

The effort to provide full text searching capabilities acrothe repository has yielded valuable benchmarking data, methods, and code to the broader large scale search community, said Wilkin.

The HathiTrust partners are committed to developing the repository and its services to meet the long-term needs their academic communities, and offer a unique resource the Web for scholarship and research.

HathiTrust is a collaboration of the thirteen universities c Committee on Institutional Cooperation, the University c California system, and the University of Virginia, and currently includes digitized volumes from the University Michigan, University of California, Indiana University, an the University of Wisconsin.





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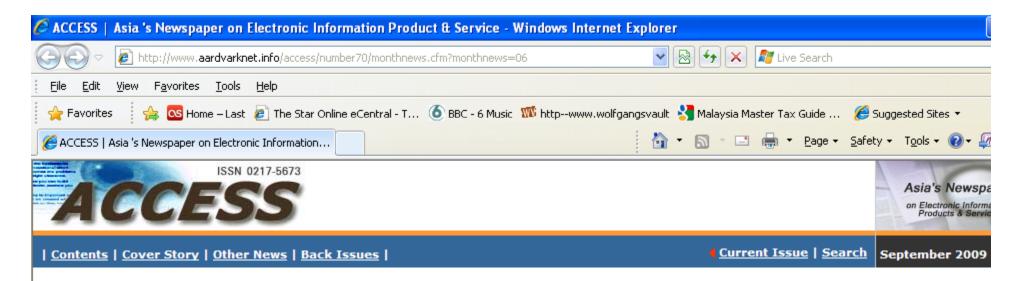
Digitised Straits Times from 1845 to 1982

The National Library of Singapore has launched NewspaperSG, an online service for accessing the library's electronic archives of Singapore and Malaya newspapers.

Through NewspaperSG, library users now have access to over 548,000 pages of searchable text of the Digitised Straits Times (1845-1982) and microfilms of some 200 Singapore and Malaya newspapers that are housed at the Lee Kong Chian Reference Library.

Users who access the collection through the multimedia stations at NLB's island wide network of libraries will be to search, view and print from The Straits Times digitise collection. Offsite users will also be able to access the website and view the articles but limited to the first 50 w of each full text article.

The second round of digitization has started for issues published from 1983 to 2006. For more information, visit NewspaperSG website.





- . To be Number One
- Australias biggest collaborative library store
- Academic library adoptions
- of the Summon[™] service spread around the world
- An Awfully Big Adventure:
- Strathclydes Digital Library Plan
- Library Associations release
- quide to Google Book Search amended agreement
 - JISC helps to bring Islamic
- resources online for the first time
- New UN online scheme
- allows free academic journal access to poorest nations
 - Li Ka Shing Library Hosts
- IFLA-ALP Librarian for Training Attachment
 - WorldWideScience.org:
- Chinas participation
 expands access to global

JISC helps to bring Islamic resources online for the first time

Two of the oldest known copies of the Qur'an recently became available to researchers and scholars across the world as part of a major project to digitise one of the richest collections of Eastern manuscripts.

The two Qur'ans, one of which may date from the 7th century A.D, are part of the priceless Mingana Collection, which is housed by the University of Birmingham.

The University's Special Collections department has painstakingly digitised more than 10,000 pages from the collection. As well as the Qur'ans the documents now online include unique illustrated manuscripts from the 16th century and early Arabic poetry. The project has been generously supported by JISC and The Edward Cadbury Charitable Trust.

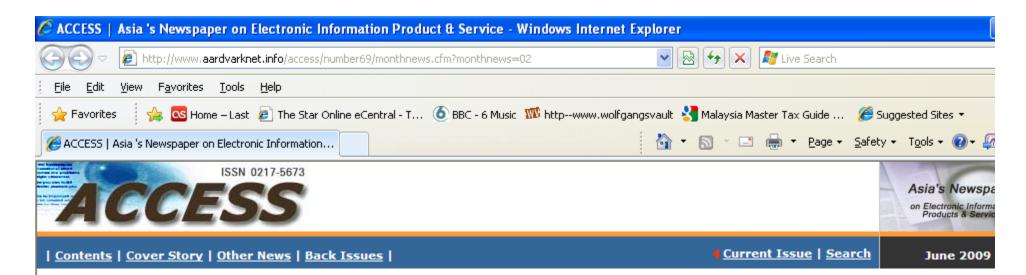
Dr Peter Robinson from the Department of Theology, who has led the project, comments: "We're delighted that for the first time some of the oldest and rarest Arabic manuscripts will be available for the public and scholars to view and enjoy.

"The Qur'ans are astonishing: one (number 1572) may date from within a century of the death of the prophet Mohammed. This would make it one of the oldest copies of The Mingana Collection is unique, spanning more than 3 manuscripts in 11 languages across nearly 1,000 years history. The team is now intending to continue the proje complete the digitising of the 3,000 texts that make up t collection.

Another key part of the project is the Virtual Manuscript Room, which aims to make the manuscripts accessible t scholars and the general public across the world. This is done by embedding information about individual pages a passages of text.

By making searching for information far easier and moneffective the Birmingham team hope that scholars will be able to comment on the works, add them to other websi and share them with the world."We sometimes have ver little information about the history of individual documer we want to share them and get opinions and input from across the globe."

Dr Robinson adds: "We don't want these fabulous docum to be a static archive that is hard to access and use. A collection like Mingana ought to be viewed, commented and added to. Technology provides an ideal opportunity create an archive like that." See these unique treasures here.





Library associations ask judge to assert vigorous

- oversight of proposed Google Book Search settlement
- UNESCO, U.S. Library of
- Congress and partners launch World Digital Library
- Wind power to operate campus library
- We Need Publishing
- Standards for Datasets and Data Tables
- Annual internet survey by the Center for the Digital
- Future finds large increases in use of online newspapers
- MIT faculty open access to their scholarly articles
 - CAS launches free web-
- based resource Common Chemistry for general public
- Pao Yue-kong Library Week gets a second life

UNESCO, U.S. Library of Congress and partners launch World Digital Libra

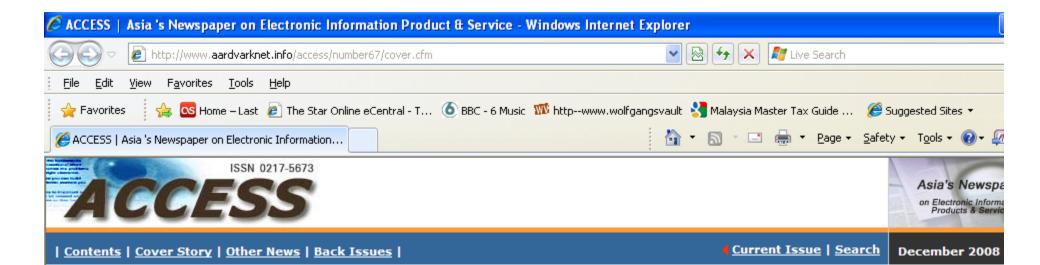
UNESCO and 32 partner institutions on 21 April launched the World Digital Library, a website that features unique cultural materials from libraries and archives from around the world. The site includes manuscripts, maps, rare books, films, sound recordings, prints and photographs. It provides unrestricted public access, free of charge, to this material.

The launch took place at UNESCO Headquarters at an event cohosted by UNESCO Director-General Koïchiro Matsuura and U.S. Librarian of Congress James H. Billington. Directors of the partner institutions were on hand to present the project to ambassadors, ministers, delegates, and special guests attending the semi-annual meeting of UNESCO's Executive Board.

Mr Billington first proposed the creation of a World Digital Library (WDL) to UNESCO in 2005, remarking that such a project could "have the salutary effect of bringing people together by celebrating the depth and uniqueness of different cultures in a single global undertaking." Mr Matsuura welcomed the proposal as a "great initiative that will help to bridge the knowledge divide, promote mutual understanding and foster cultural and linguistic diversity." In addition to promoting international understanding, the project aims to expand the volume and variety of cultural content on the internet, provide resources for educators, scholars, and general audiences, and narrow the digital divide within and between countries by building



Chronicle of Foreign Lands, 1623, an explanatio





Feeling unappreciated, over-worked and underpaid?

Then perhaps give the ARL Annual Salary Survey a miss. It shows that in 2007-8 salaries outperformed inflation. The median professional salary in the US and Canada was USD62,000, a 3.7 percent increase over the previous year. Women are still paid less than men though and the report suggests this may persist. More results on page Here.

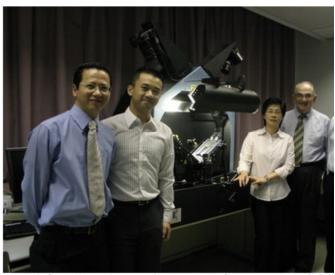
All that research, but what about the data?

Behind every research paper is data. Sometimes mountains of

HKUL digitizes its rare book collections

The University of Hong Kong Libraries (HKUL) has begun digitization of three of its unique, rare collections. The Libraries' Hankow, Morrison and Chater Collections are home to rare, out-of-copyright books in English about China.

"Hankow was an early Treaty Port in central China where Wuhan is," says University Librarian Dr. Anthony Ferguson speaking to ACCESS. "The British founded the Hankow Club in 1878 to provide amenities to the foreign communities in Hankow. The Hankow Club Library contained recreational reading and other materials, but it was foremost a collection about China for foreigners living in and visiting the Treaty Port. When the Treaty Port system started to fall apart and Westerners began to disperse, the need for the collection declined. At that time, in the late 1920s, the Hankow Club decided to sell it. The 'China' collection was purchased by the University of Hong Kong for HKD25,000 in 1932. It's a fine collection of nearly 3,000 volumes."



From lef: Walter Chow and Kevin Au of iGroup HK, Edith C Tony Ferguson and Dr. Wan Yiu Chuen of HKUL



Updating e-Resources to Malaysian Libraries

- Digitization of print materials
- Collaborations of Universities thesis or materials
- A common platform yet maintaining it's brand
- Using iSearch to federate all contents
- Utilizing existing Distribution channels to market Malaysian content to overseas
- Translation from English to multiple language and vice versa



Early Adopters of ebooks in Malaysia

- In 2002, Malaysian libraries have started adopting ebooks as part of collection
- First library using eBooks was Open University of Malaysia in June 2002
- Follow by Universiti Malaya and Universiti Sains Malaysia, later part of the year
- Some colleges and new universities, also starting to adopt since 2003 onwards (lack of funds and space)
- During mid to later part of 2000s, more universities libraries start purchasing ebooks with perpetual license

Malaysian University Libraries & National Library Network

Previous Page

Results per-page: <u>10</u> | <u>25</u> | <u>50</u> |

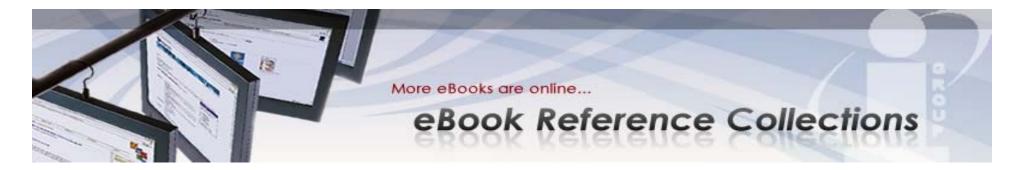
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Results 1 - 25 of 4526 Page 1 of 182 1 Next

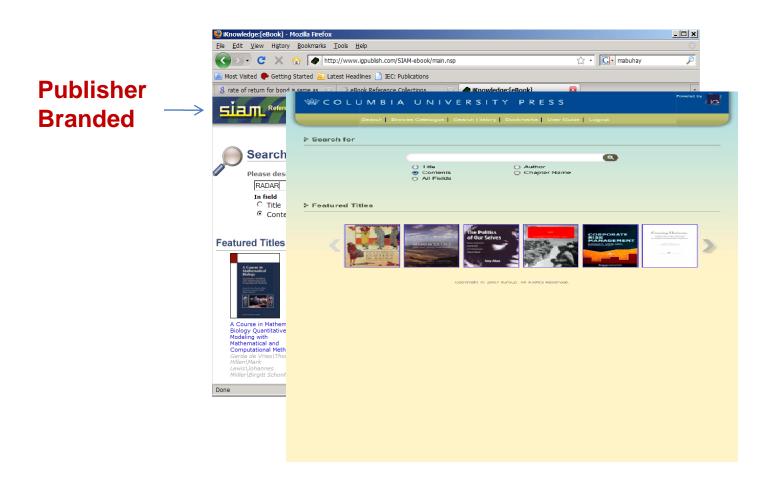
- 1. Mohd. Jonit Mohd. Johari "<u>1944-satu Perbandingan Kesan Dua Pendekatan Pengajaran Imbuhan</u> Bahasa Malaysia Untuk Murid-murid Bukan Melayu Kelas Peralihan / Mohd. Jonit Bin Mohd. Johari" Dissertation (M.Ed.), 1983.
- 2. Shay,briana Lenore. ""and There I Found Myself More Truly And More Strange": Narratives Of Return In Contemporary Malaysian And Singaporean Literature / Briana Lenore Shay." Dissertation (M.A.(Eng.Lit)), 2002.
- 3. Edris Bin Aden ""what Are The Factors That Influence Experiences Of Job Satisfaction In Malaysian Working Mothers With Children Who Are Currently Resident In The Uk?" M.Sc. N/A, 2008.

 B Abstract
- Siti Suhaila Mohd Yusoff "24 Hours Ambulatory Blood Pressure Monitoring Among Hypertensive Patients Attending Family Medicine Clinic Hospital Universiti Sains Malaysia Kelantan / By Siti Suhaila Mohd Yusoff" MASTER USM, 2009.
- 5. Lau chee Kwong. "A Case Study Of Finance Companies In Malaysia / Lau Chee Kwong." Dissertation (M.B.A.), 1999.
- 6. Khatipah Abdul Ghani. "A Case Study Of The Pragmatic Skills Of A Young Malaysian Child With Hunter's Syndrome / Khatipah Binti Abdul Ghani." Dissertation (M.E.S.L.), 2003.
- 7. Siti Aisah Shamsuddin. "A Case Study Of The Surface Energy Budget In Malaysia / Siti Aisah Binti Shamsuddin." Dissertation (M.Phil), 1999.
- Baharin Salim @ Abdullah "<u>A Comparative Analysis Of Conventional Banking System And Islamic Banking System In Malaysia In Relation To Loan Repayments / Baharin Bin Salim @ Abdullah."</u>
 Dissertation (M.B.A.), 2000.
- Kamaruzaman Noordin. "A Comparative Analysis Of Conventional Insurance And Islamic Insurance (takaful) In Malaysia; An Emphasis On Pricing Issues / Kamaruzaman Bin Noordin." Dissertation (M.B.A.), 2001.
- 10. Tan,seng Khee. "A Comparative Analysis Of Service Quality At Tenaga Nasional Berhad And Pos Malaysia One-stop Payment Centres / By Tan Seng Khee." Dissertation (M.B.A.), 1996.
- 11. Roslina Bt. Ahmad "A Comparative Study How Effective Students Placement Within The Uk And Malaysia" Thesis (M. Sc.)-Sheffield Halam University Universiti Teknologi MARA, 1999.
- 12. Atabekov,burkhon "A Comparative Study Of Corporate Disclosure Practices In Malaysia And Uzbekistan: Pharmaceutical Industry / Burkhon Atabekov," Dissertation (M.B.A.(Acc.)), 2003.

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Universities/Publishers Brand name



More eBooks are online...

iSearch

🚚 Search Status

Results Per Page

📑 Results Sortina

▼ Selections

● 10 ○ 25 ○ 50 ○ 100

O Title O Year

Clustering

Development(10)

Explaining Emotions(6) Blood Relations(5) Reflections on Urban

of Society(8)

Segregation(4)

Lives in the Law(3)

Budget Deficits(2)

the Female Sex(2)

Organisms(2) P 190(2)

Works of John Dryden(3)

Early(3)

People(3)

U.S. (3)

Brazil(2) Lawyering(2)

P 212(2)

P 98(2)

Promises(2)

Tax Rate(2)

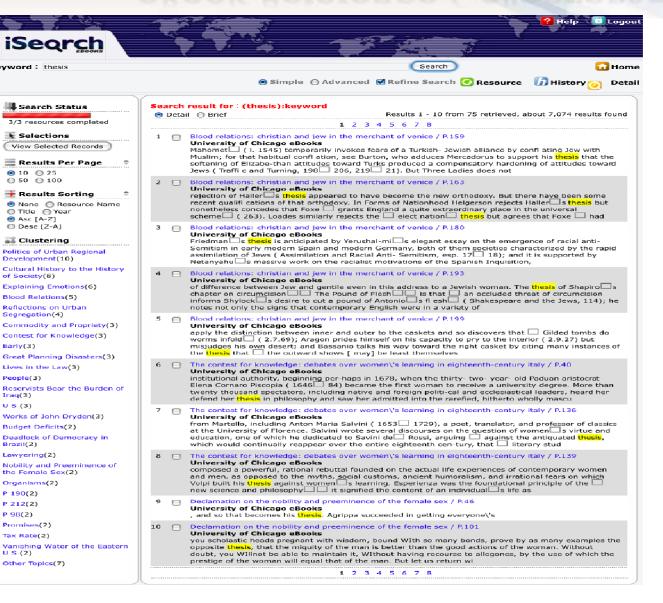
Other Topics(7)

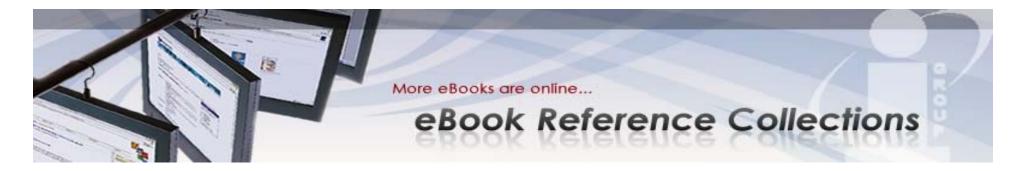
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Keyword: thesis

eBook Reference Collections

iSearch (Federated Search)





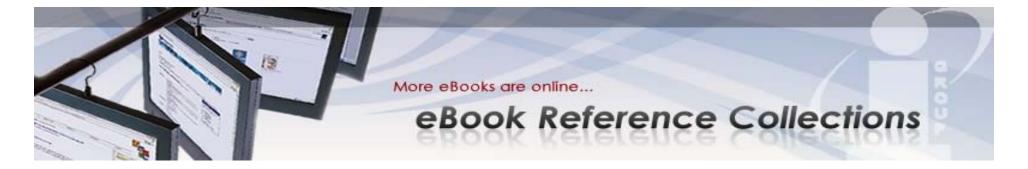
TECHNOLOGY

- IP Controlled Access
- Full-Text and Field Search
- Browse Search
- PDF-based Viewer (No Plug-in Required)
- OPAC Integration (Basic MARC Records)
- Keyword Highlighting



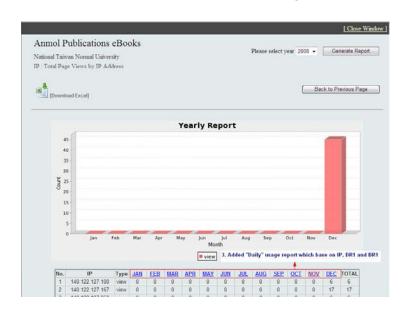
TECHNOLOGY

- Page Streaming (Optional Chapter Streaming)
- Print / Copy / Save Function
- Fixed Watermarking Capability
- On-the-fly Translation (Chinese/Jap/Kor/Arabic/Por/Spainish)
- Web 2.0 Tools
- Offline Reader with DRM (Optional)

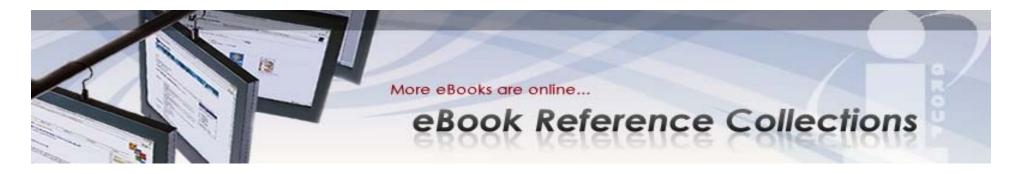


Usage Reports

- Counter-based Reports
- Provides Transparency to Publishers

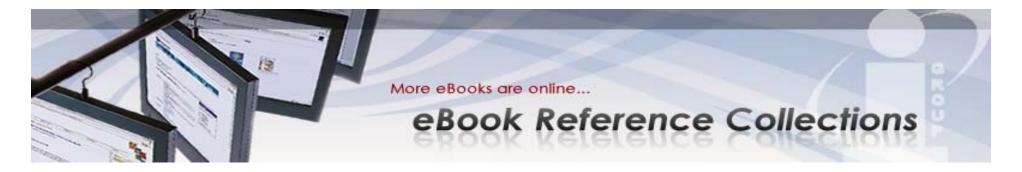






SALES AND MARKETING CAPABILITIES

- Focus on Direct Institutional Sales
 - Asia Pacific, Middle East, Europe, and Americas
 - Sales Force Presence in over 20 Countries
- Access to Over 1000 Existing Customers
- Develop Pricing Strategy with Publisher
- Conferences and Exhibitions
- Marketing Collaterals



New Ebook System (mid 2011)

- Streaming Technology (not page-by-page)
- Greater Interactivity (Tools)
- Improved Overall User Experience



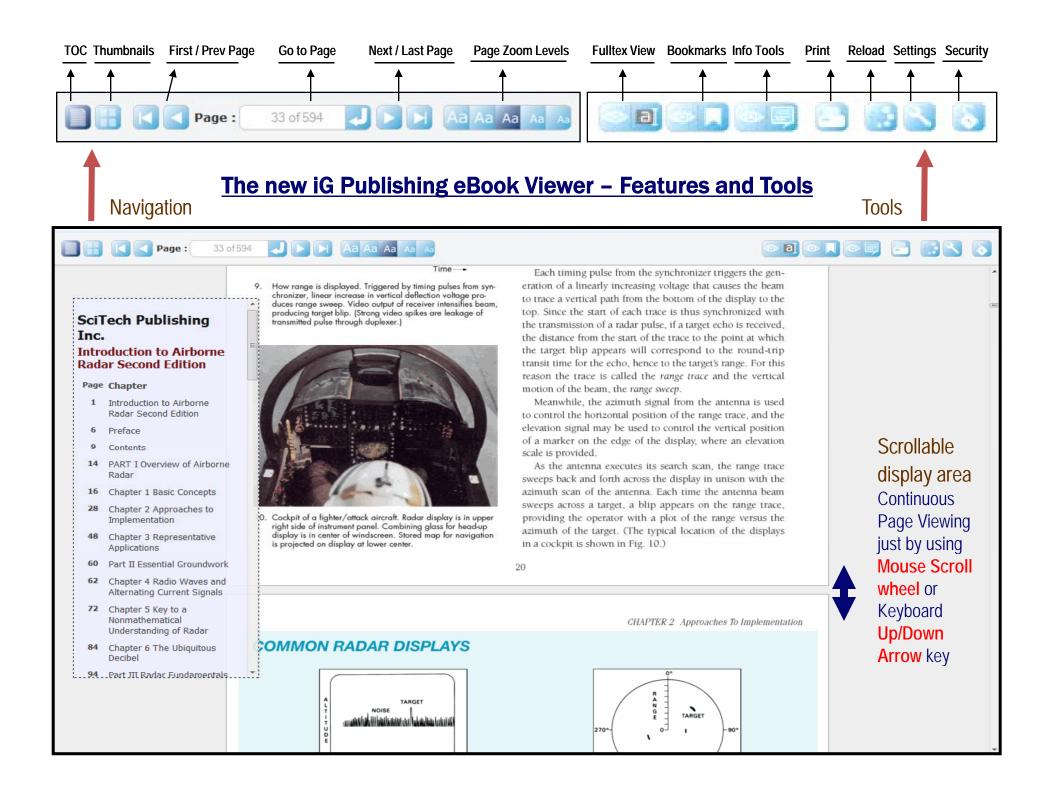
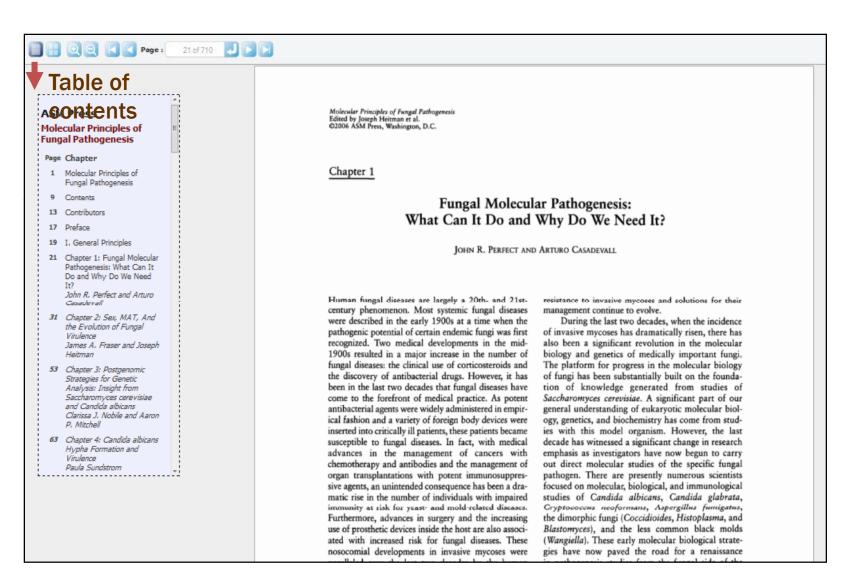
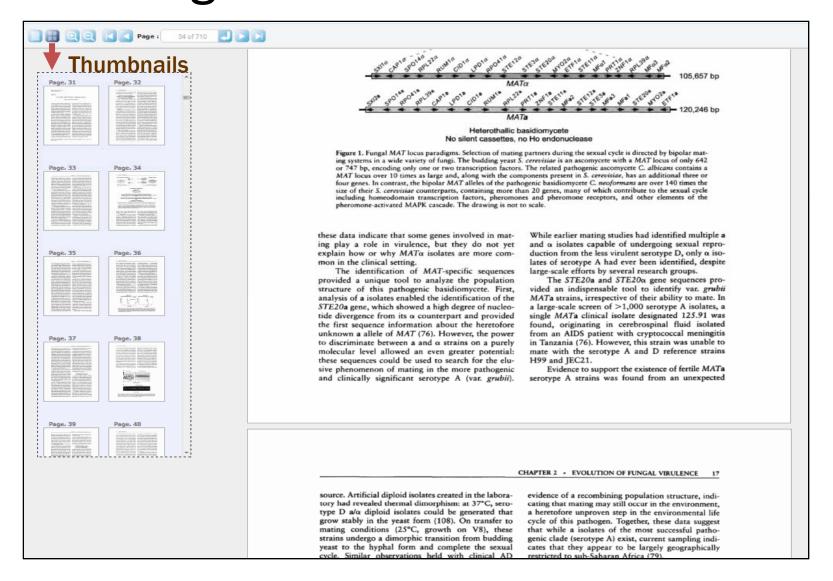


Table of Contents View



Page Thumbnails View



Enhanced Display Technology

Scrollable display area

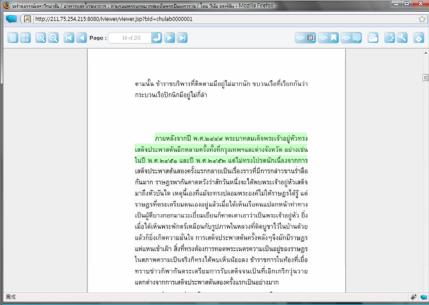
- Convenience document browsing feature with pages dynamic loading mechanism which system only load pages that user are currently reading.
- increasing the performance of ebook reader and reduce user waiting time.



Compatibility

- Compatible with all major browsers and operation system on the market.
- Support UTF-8 encoding and supports multi-language content to be loaded or display on the ebook reader. (Chinese, Japanese, Korea or Thai etc..)







THANK YOU



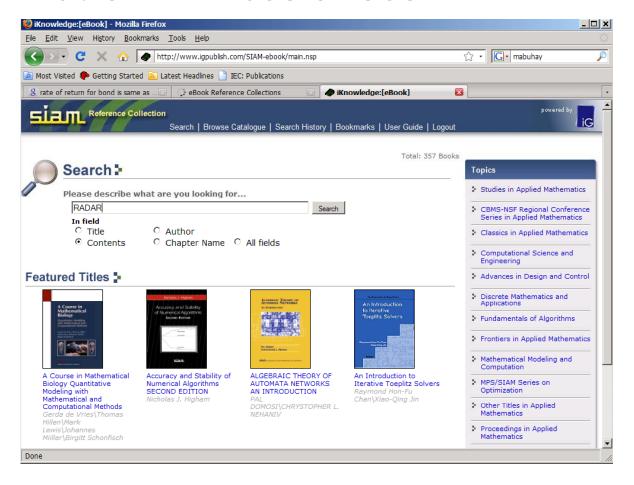


PLATFORM SCREENSHOTS





Platform ... Ease of Use



IP Access

Full Text Search

Browse Search

Keyword Highlight

OPAC integration

No Plug-in Reader

Free MARC











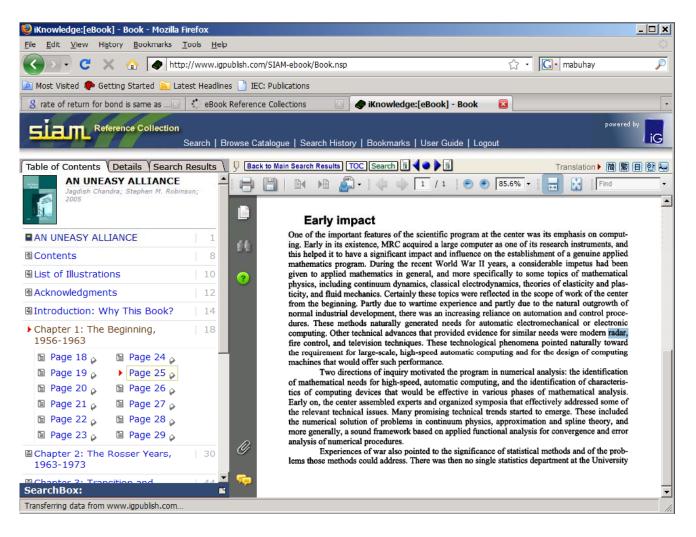
Chapter 3 Fiber Dispersion and Nonlinearity

2 Page 50

C in (3.40) is called the initial chirp, and (3.40) is referred to as a chirped. Gaussian input pulse. The term "chirp" seems to have come from **radar** and refers to a change frequency or pitch across the pulse. That is, for example, and so using the transform (3.36) is. Feeding this into (3.35) ...







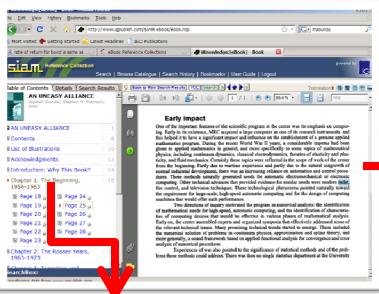
Page Printing

Save a Copy

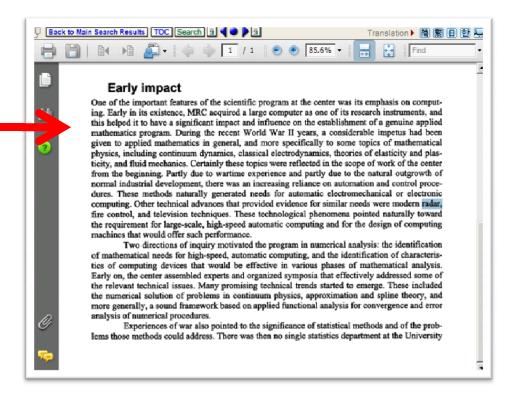
Copy Text











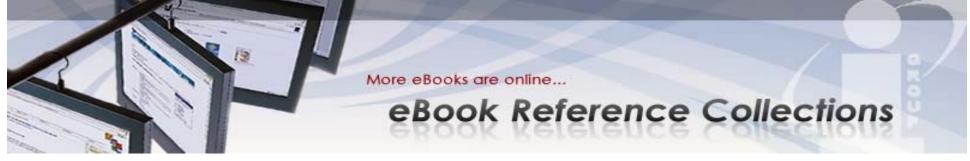


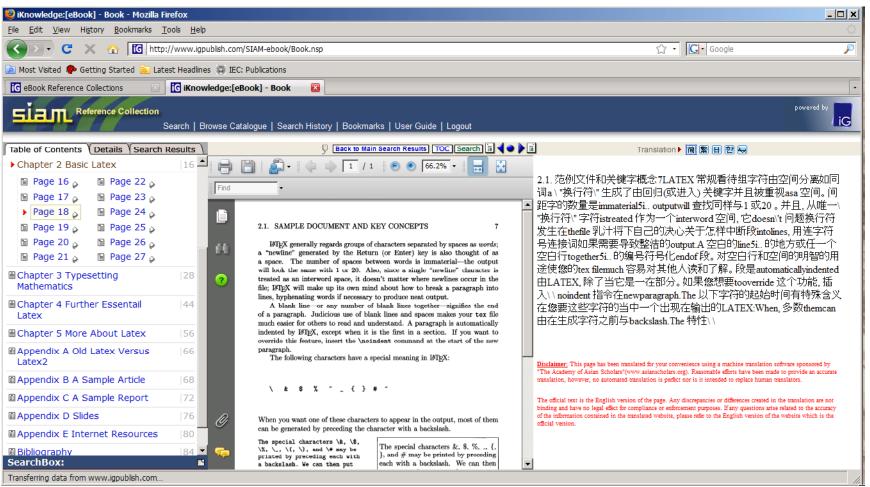


Translation in 7 languages

- Simple Chinese
- Traditional Chinese
- Korean
- Japanese
- Arabic
- Portugese
- Spanish











Web 2.0

