



## **AIP UniPHY Unveils Sleek New Graphical Interface and Enhanced Functionality**



### **AIP significantly upgrades rapidly growing networking site for physical scientists**

Melville, NY, December 1, 2009 – The American Institute of Physics (AIP) today announced the launch of Release 2 of the AIP UniPHY ([aipuniphy.org](http://aipuniphy.org)) professional networking site for physical scientists. Developed in partnership with Collexis Holdings, Inc., a leading developer of semantic technology and knowledge discovery software, this latest release sports an enhanced design and new, more powerful features to further assist physical science researchers worldwide to connect and collaborate.

The enhancements to AIP UniPHY are far reaching, highlighted by a more streamlined and user-friendly interface, complete with a new layout and new graphics. Researchers will find the changes substantive, including the CV section, where researchers can display their professional profiles, including education, work histories, and current research interests. In addition, a blog, managed by AIP, offers helpful information on how to get maximum use from the site.

“Today’s generation of scientists entering research in university and corporate and government facilities has grown up using Web tools, such as instant messaging, blogging and social networking. We want to give them these same tools as their desire for them inevitably spills over into their professional lives,” said John Haynes, AIP’s Vice President, Publishing. “We launched AIP UniPHY to fill a void we perceived in professional and scientific networking. The positive feedback we have received and the thousands of researchers that have registered with AIP UniPHY in the two short months since its launch confirm that there was a real need for the site.”

To improve functionality on the AIP UniPHY site, Collexis and AIP have incorporated additional features, including the ability for users to upload photos, link to social bookmarking sites like Facebook, Twitter, and Delicious, and a “People you might know” feature, which lists researchers that have collaborated with one’s co-authors.

“We are very pleased with the new features and enhancements of our next generation Social Community platform developed together with AIP UniPHY and feedback from the research community,” said Mario Diwersy, Chief Technology Officer of Collexis. “New key functionalities and the enhanced visualization will certainly help the user community to augment their ability to connect and collaborate with their fellow physicist, which in turn will indeed push primary research and foster new ideas and papers.”

AIP UniPHY continues to enable researchers to explore the networks that connect them with more than 275,000 colleagues from more than 100 countries. They can discover the research each of these individuals has conducted and identify each co-author with whom the investigator has worked. AIP UniPHY reveals with whom each of these co-authors has collaborated, as well.

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The **American Institute of Physics** is a federation of 10 physical science societies representing more than 135,000 scientists, engineers, and educators and is one of the world's largest publishers of scientific information in the physical sciences. Offering partnership solutions for scientific societies and for similar organizations in science and engineering, AIP is a leader in the field of electronic publishing of scholarly journals. AIP publishes 12 journals (some of which are the most highly cited in their respective fields), two magazines, including its flagship publication *Physics Today*; and the AIP Conference Proceedings series. Its online publishing platform Scitation hosts nearly two million articles from more than 185 scholarly journals and other publications of 28 learned society publishers.

#### **About Collexis Holdings, Inc.**

Collexis Holdings, Inc., a leading developer of semantic technology and knowledge discovery software is headquartered in Columbia, South Carolina (USA) with operations in Cologne, Germany and Valparaiso, Chile. Collexis now offers the world's first pre-populated scientific social network for life science researchers, [www.biomedexperts.com](http://www.biomedexperts.com). Collexis' proprietary technology builds conceptual profiles of text, called Fingerprints, from documents, Websites, emails and other digitized content and matches them with a comprehensive list of pre-defined "fingerprinted" concepts to make research results more relevant and efficient. This matching of concepts eliminates the ambiguity and lack of priority associated with word searches. The results are often described as "finding needles in many haystacks." Through this novel approach, Collexis can build unique applications to search, index and aggregate information as well as prioritize, trend and predict data based on sources in multiple industries without the limitations of language or dialect. Collexis' current clients in the public, private and academic sectors include Johns Hopkins University; Dana-Farber Cancer Institute, the University of California, San Francisco; the University of South Carolina; Erasmus University Library; Lockheed Martin; the World Health Organization; Wellcome Trust; the National Institutes of Health; and the U.S. Department of Defense.

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