

FIZ CHEMIE Berlin presents the prototype of a hybrid reference book

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Berlin/London, November 2006 - FIZ CHEMIE Berlin has succeeded in upgrading the classic, printed book with the advantages of multimedia digital technology: The new ChemgaBOOK, a development of the German Fachinformationszentrum, communicates with the PC through a hand-held scanner. The two-dimensional illustrations from the book are displayed on the screen in a multimedia form; for example, in the form of animations of complex chemical compounds, as three-dimensional camera journeys through molecular landscapes, or as interactive reaction processes. If the reader does not wish to use the multimedia elements, he/she can read the book in a conventional way. The prototype of the hybrid reference book will be presented at the Online Information trade fair in London, from 28th to 30th November 2006.

“ChemgaBOOK can illustrate chemistry in the full breadth of the specialist area. Now, the pictures really are finding their feet”, explains Managing Director Professor Dr. René Deplanque. He originated the idea of the hybrid reference book, which his employees implemented conceptually and technologically and have transformed into a prototype with chemical reference information. “It is our aim to expand textbooks with multimedia components, while developing new forms of use for the valuable chemistry content at the same time, which we are offering with our eLearning product family, CHEMGAROO® Educational Systems. We have succeeded in this with ChemgaBOOK. The book combines the printed content with selected learning units from the multimedia encyclopaedia ChemgaPedia”.

The concept, developed by FIZ CHEMIE Berlin, is so flexible that it can be used for displaying any content made up of text and multimedia illustrations. The included multimedia elements can either be automatically accessed online or are supplied on a DVD.

CHEMGAROO® Educational Systems includes several product packages for various purposes: ChemgaPedia, the online encyclopaedia, encompasses around 1500 learning units on chemistry and associated fields. With the in-house solution, ChemgaNet, the high-quality chemistry training material developed at universities, can be made available on the company network. ChemgaCourse enables the incorporation into existing eLearning platforms and respectively, the setup of a new learning environment using the educational content. FIZ CHEMIE Berlin has been offering ChemgaPedia, ChemgaNet and ChemgaCourse for just under a year now. As a further product, ChemgaMedia will be added at the end of 2007. Within the scope of ChemgaMedia, the provision of multimedia elements from CHEMGAROO® will be offered for incorporation into own lectures and courses.

Detailed information is available at <http://www.chemgaroo.de/en/index.html>. The page is available in German and English.

### For additional Information

FIZ CHEMIE Berlin  
P.O. Box 12 03 37  
D-10593 Berlin  
[www.chemistry.de](http://www.chemistry.de)  
E-Mail: [info@fiz-chemie.de](mailto:info@fiz-chemie.de)

Contact for the press

Richard Huber

Head, Marketing & Communication

Tel.: +49 (0)30 / 399 77- 217

E-Mail: [huber@fiz-chemie.de](mailto:huber@fiz-chemie.de)

### **About FIZ CHEMIE Berlin**

FIZ CHEMIE Berlin, is a state-supported non-profit information agency financed by the Federal Government and the Governments of the German States whose primary task is to provide high-quality information services concerning chemistry, chemical engineering and related fields to science, education and industry. It is certified according to the DIN EN ISO 9001:2000 quality standard. FIZ CHEMIE Berlin maintains close relationships with research and information institutions in Germany and abroad and has marketing agreements with partner organisations worldwide. The Centre is committed to the further development and the linking of national and international chemistry information. FIZ CHEMIE Berlin is a member of the Germany's Gottfried Wilhelm Leibniz Science Association (Leibniz-Gemeinschaft).

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