



IDF Press Release - 7 February 2004

CDI Announces New Product: The MultiLink Syndicator

Content Directions Inc (CDI), a Registration Agency of the International DOI Foundation, is proud to announce a new product: The MultiLink Syndicator. This provides an easy way to distribute your DOIs to your Authors, Music Artists, Fan sites, Book or Record Reviewers, Press, Web Portals, etc. so that they can all place the DOIs on their own websites with the CDI MultiLink capability automatically enabled. (For examples of MultiLinks see "Live Customer Examples" at <http://www.contentdirections.com/>.)

By simply copying/pasting two lines of HTML code, all of your partners can display a graphic image of your book or music album or other product on their websites, with a DOI hyperlink behind the image and CDI's pop-up MultiLink menu automatically enabled. You then continue to control the appearance of that MultiLink menu centrally through CDI, even on all these other sites, and so you can continue to update the menu at any time to broadcast new promotions, related products, one-click retailer purchasing opportunities, author/artist appearances, etc.

Click on the example below for a demo and instructions showing how you can send a simple email blast to notify any number of websites about your DOIs; then they can do the rest by following the link in your email and simply copying/pasting two lines of HTML code onto their site:

o Book example from McGraw-Hill:

http://doi.contentdirections.com/syndicator_bookdemo/letter.cgi

o For a live example already implemented via this process - in this case a fan site displaying a Music CD from Warner Music Group - go to the following fan site and point your mouse at the picture of the CD cover with the red box attached saying "Buy Now":

<http://www.fabulous.com/index2.asp>

CDI thanks the two companies who provided these examples using their own content. Both McGraw-Hill in Publishing and Warner Music Group in Music continue to demonstrate via this and other DOI applications that they are in the forefront of understanding how to harness the power of syndication in order to better serve their authors, artists, readers and fans in addition to improving their own bottom line.

Please contact CDI if you have any questions about this new service or if you have not yet begun assigning DOIs to your products.

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