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Dialog has announced the first in a series of new pricing initiatives to be rolled out during the next two years in which Dialog will develop and implement new pricing programs and options across all three product lines—Dialog[®], Profound[®], and DataStar™.

“Since our acquisition by Thomson in 2000, we have reviewed our business model and listened intently to our customers,” said Dialog President and CEO Roy M. Martin, Jr. “Our customers told us that our breadth and depth of content is unmatched in the industry, and have consistently noted our precision searching and response speed as competitive strengths of our products. However, they also voiced frustration with our current pricing model.”

To address pricing issues, Dialog established a team of its senior executives to develop a long-term pricing strategy to make significant, customer-driven changes in the way the company conducts business. Customers have been involved throughout the process in advising and reviewing the changes being announced.

“A pricing strategy involves more than simply rewriting algorithms,” Martin explained. “It drills to the very core of the value proposition of a company’s product and content development, and matching them to customer needs. Over the next two years, we intend to create a palette of pricing options and to develop alternate charging mechanisms as we correlate price levels with customer value.”

Dialog also appointed Brian Holland to the new position of senior vice president of pricing. Holland joined Dialog in 1998 as the general counsel. In his new role, he will lead the effort to examine, develop, and implement new pricing models.

Customer feedback indicated that frustration with Dialog’s pricing began in 1998 with the implementation of significant pricing changes. Customer concerns have been centered on the manner in which these changes were made; confusion surrounding how Dialog’s pricing works; a lack of predictability and standardization across Dialog’s various product platforms;

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From the Editor

At Dialog there is always something new happening. Each quarter Dialog releases additional content—new databases on its different services and publications added to its current files. Dialog also launches new products and provides enhancements to its current products and services. This quarter is no exception. The July-August combined issue of the *Chronolog* highlights these changes.

In this issue you'll find information about pricing changes to make your searching more cost effective. In addition, you'll want to read about enhancements to DataStarWeb and how to get the Monitor software at no charge. You'll see content additions to Dialog1, Dialog's easy-to-use interface and a new look for Profound.

And, don't miss Dialog's exciting new product—Dialog IQ. You'll also want to check out search features that make searching reloaded files more efficient.

Finally, if you want to be notified when the *Chronolog* comes out on the Web, join the mailing list and every month we'll send you an annotated Table of Contents with a link to read the complete article online. As soon as each issue is available on the Web, we'll notify you. To join the mailing list, go to <http://www.dialog.com/info/contacts/maillinglists/>. Enter your e-mail address in the space provided. Check the box next to *Chronolog*; then click the "SUBSCRIBE" button at the bottom of the page. That's all there is to it. ♦

DataStar Datasheets

New or revised DataStar documentation is available at <http://ds.datastarweb.com/datasheets>. Users can also consult the DataStar file BASE—DataStar Database Guides.

BMED	MEDITEC: Medical Engineering
MEDL	MEDLINE®
PRIV	Private Star – Your own database on DataStar

Trade Shows

We will see you there!

August 27-29 Chicago, IL
American Chemical Society Exposition (ACS)

September 9-10 Reston, VA
Web Search University

September 19-22 Aboard the Oriana
Marketing Forum U.K.

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Pricing Initiatives — Continued from page 1

and a lack of choices. Additionally, customers have expressed concerns over the complicated nature of Dialog's current sales contracts. After further analysis of customer input, Dialog determined that the feedback pointed to two over-arching issues—trust and value—which will become the basis of its future approaches to pricing. "We are prepared to make the changes to our pricing which will restore customers' trust, revitalize our relationships with them, and make us an even more valued partner in their daily work," Martin asserted.

Revising DialUnits

Dialog's first three pricing initiatives, announced in June, have signaled the beginning of greater choice and clarity for Dialog customers. The first initiative is the revision of DialUnits. Introduced in 1998, DialUnits originally were intended to combine a number of pricing elements into one transaction fee. Variable costs such as the price for content searched and CPU processing based on the complexity of the search were bundled into one fee. This allowed users to avoid lengthy connect time charges by establishing a price based on the unique nature of the transaction, or search. At the same time that DialUnits were introduced, Dialog eliminated its connect time option.

Currently, when users execute the same search on different Dialog platforms (DialogClassic, DialogClassic Web and Dialog®Web), results can vary, depending on how each platform processes some of the commands. Beginning in July 2001, Dialog implemented the first in a series of changes to DialUnits to create a more simplified measure of search activity and greater consistency across different Dialog interfaces. By October 2001, variability of DialUnits pricing will be virtually eliminated, allowing for significantly enhanced predictability of Dialog pricing.

"Fundamentally, DialUnits is a good concept whose implementation went awry," Martin commented. "It was introduced as

a way to measure the isolated system load created by a user's request.

DialUnits accrue only when a customer uses Dialog's system resources. It is essentially a measure of the processing resource. The processing fee (DialUnits) plus output charges are basically what make up the data charges for Dialog."

When using DialUnits, customers are not charged for their "think-time" online.

They can consult help screens and Bluesheets, browse and view title lists, review search output, configure Alerts, and establish delivery options and user preferences, all without charge.

Customers who search unfamiliar topics and browse results online are those who benefit greatly from the DialUnits pricing, and for whom DialUnits-based pricing remains a high-value option.

Launching Connect Time

A second initiative addresses the issue of pricing alternatives. Although Dialog provides immeasurable value each time customers locate mission-critical information and data, Dialog has not provided pricing options for the products and services that deliver such data. Addressing this issue head-on, Dialog will launch connect time pricing in October 2001. Price levels for files and databases as well as other rollout plans are currently being evaluated. In customer feedback sessions conducted during the past few months, Dialog customers have widely supported plans to re-launch connect time pricing, an option currently offered on the DataStar product platform.

"In the recent past, we have provided only one pricing option for our Dialog customers—DialUnits," Martin said. "While we fully support the DialUnits pricing model, there are some cases in which it is not the best value-based option for our customers. The introduction of a connect time option will enable Dialog customers to choose among pricing methods tailored to their skills and search methods, as well as their search needs."

Customers who may find the connect time alternative more appealing would include those searching for a specific document with a known citation, title, or author or those with significant system expertise. With the DialUnits and connect time options, customers can choose between the "clock time" of connect time, which can be tracked by the minute, and the "work-time" of DialUnits, which can be estimated by commands used and actual searches conducted.

Simplifying Contracts

The last of Dialog's first three initiatives announced in June is the simplification of contracts for all current pricing plans. "We realize that our contract language can be difficult for customers to understand," Martin explained, "and that can make it difficult to do business with us. We have evaluated our current contracts and have made them clearer and easier for customers to interpret. We will begin introducing the simplified contracts in July."

The three initiatives just announced are only the start of price enhancements at Dialog. During the next two years, Dialog will address customers' concerns with a series of methodical and structured changes to its pricing, supported and framed by frequent, continuous customer feedback. Under review presently are new discount programs that vary prices based on customer usage patterns, changes to the Dialog minimum fee program, and evaluation of different fixed price options for Dialog customers, including subscription pricing. "We are committed to making fundamental changes in the way we do business and to strengthening our customer relationships by establishing a foundation of trust, value, and understanding," Martin said. "As we continue to develop more alternatives, customers can expect to see additional pricing options introduced throughout 2002." ♦

Enhancements to DataStarWeb™

Now DataStarWeb™ has a complete package of options that can be customized to provide information solutions for every user in an organization.

- New login interface
- Customizable DataStarWeb
- Modifications to e-journal links
- Private File Hosting

These features enable DataStarWeb and DataStar Classic users to receive a faster, more unique, service.

1. DataStarWeb new login interface

DataStarWeb has created an entry page that will be completely different from the small login box that searchers are used to encountering when they access DataStarWeb.

Because more powerful servers now manage Dialog's web access, users have secure access to DataStarWeb at <https://www.datastarweb.com>. The feature can be enabled or disabled as the customer wishes. See Figure below.



2. Customizable DataStarWeb™

Dialog can now quickly and easily provide a "customized" DataStarWeb so that it can accommodate the diverse needs of everyone in the organization. Here are some of the options that are available:

- Place your company logo on each DataStarWeb screen and link it to your company's intranet.

- Define a list of databases to be displayed on the entry page instead of having the official DataStarWeb entry page and databases. This is especially helpful if you want users to have access to a limited selection of files.
- Add help texts to be displayed according to your specifications.
- Send feedback to any e-mail address.
- Have full-text documents delivered through your own library on a form you create.
- Enjoy access to e-journal links, such as those from MEDLINE® (MEDL), EMBASE® (EMED), or INSPEC (INSP) to name a few databases that offer this service.

Customizing DataStarWeb to enjoy these features is as easy as filling out a form indicating the changes you want. Contact your local sales representative to begin the process, and in no time a customized DataStarWeb will be in place in your organization.

3. E-journal links improvements

DataStarWeb's e-journal links feature, StarLinks, enables journal subscribers to link directly from an abstract database to the full text of the selected article, thus eliminating time spent ordering the article from a document delivery service. Version Two of e-journal links now offers

an organization the flexibility it needs with the addition of two tools.

1. *Search tool* enables anyone within an organization to search for specific journal names or ISSN numbers. A customer can now see whether a particular journal is available in electronic format, what publisher is offering it, and for what time span. No user id is required to use this tool.

2. *Management tool* provides customers with the flexibility to set their subscriptions so that only links for which a customer has subscriptions are shown on the customized DataStarWeb interface. With this tool a customer can identify specific journal titles and time period of coverage, such as from January 2000 to December 2001. This is a change from the current version of StarLinks that shows links to all journals a publisher (e.g., Springer) offers. Access to this configuration tool is granted through a customer's user id.

4. Private File Hosting (PrivateStar)

The PrivateStar feature is an archiving solution and can be accessed similarly to any other DataStar database through any of the following products: DataStar Classic, DataStarWeb or DataStar for Windows. It is a personalized file that an organization can build from documents in DataStar databases by means of Alerts and offline prints. Any DataStar database with ERA rights (Electronic Redistribution and Archiving) is a candidate to feed information into the Private file (PRIV). An organization then combines this information with its own research material and data from other external sources. The Private file can then be accessed and searched as any other DataStar database.

Special features

Two features make the Private File even more useful, especially to facilitate later retrieval of documents.

- *Indexing.* Users can add their own descriptive keywords to documents as additional indexing.
- *Comments.* An organization's administrator can also include user-specific comments to a comment field.

Note: For more details on PrivateStar, see the May issue of the *Chronolog*.

These new features offer DataStar users the ability to create the solution that best fits their requirements. For more information on how to provide such a solution, contact your local sales representative. ♦

Dialog IQ — The Power of Dialog on Your Desktop

Dialog is pleased to present Dialog IQ, a new desktop application that provides extremely simple access to an unrivaled collection of authoritative sources. The key to Dialog IQ is that it delivers information quickly. Developed with the help of librarians and information professionals, Dialog IQ deploys powerful Dialog searches “behind the scenes.” There is no charge to download Dialog IQ, and most of the searches have free title lists. Customers only pay for the information they download. There are no DialUnits or connect time fees.

Customers using this application will benefit from:

- Simplified access to selected content from Dialog’s vast global news, business, and industry databases.
- Precise retrieval of information about customers, competitors, markets, products, and technologies.
- Global business information from DataStar™, Dialog®, and Profound® through one single access point.

How does it work?

Dialog IQ works like this:

1. Download and install the application which places a search window on the desktop. Users can cut and paste a company name, term, or topic into a predefined search strategy directed to DataStar, Dialog, or Profound. This

application will always remain on the user’s desktop. (See Figure 1)

2. Once the set-up is completed, click the



Figure 1: Desktop Application

search button. This will expand the icon with a drop down box. Then, fill in the search form. (See Figure 2)
Dialog IQ comes supplied with a num-



Figure 2: Expanded Desktop Application

ber of predefined search forms supported by the three Dialog product lines. Each of these search forms invokes a URL to pre-defined search criteria. Results are delivered automatically. Users don’t even need to open a browser.

Simplified Access to Global Information

Dialog IQ offers the easiest possible search: one search box, one search button. In addition, IQ is a combined solution that will allow customers to access

selected content from the vast DataStar, Dialog and Profound collections using the same interface. **DataStar** users will be able to retrieve global company profiles and financial information, as well as content from the world’s leading news sources. **Dialog** search forms enable customers

to access key business information like analyst reports in PDF format, company profiles, financial information, trade journals and world news. **Profound** users can retrieve information from the entire Profound collection. NewsLine users can obtain current news from thousands of global sources.

Additional Features

Some of the key features available through Dialog IQ include:

- **IQ remembers IDs and Passwords**
There is no need to re-enter a user ID and password each time you use the application. Passwords are encrypted for extra security.
- **Drag and Drop from any application**
Searching Dialog IQ is easy. Just choose a search module from the pull-down menu and type your search terms in the search box. Or, highlight and drag text from another application, such as an e-mail message, a web page, or an online document, and drop it onto the Dialog IQ search button.
- **IQ is always there**
IQ is a desktop application that, when commanded, will stay on top of all other applications without being too conspicuous. It can also be tucked away for those who don’t want it always on top.

Dialog IQ is available at <http://www.DialogIQ.com> with your DataStar, Dialog, NewsLine, and Profound user IDs and passwords. For questions regarding installation, setup, or searching, contact the U.S. Knowledge Center at 1-800-3-DIALOG (334-2564) or your local Help Desk. ♦

Two New Modules Added to Dialog1: Energy and Biotech

Dialog1, a suite of powerful and simple to use search forms that allow users to find the information they are looking for fast, has been enhanced with two new modules: Energy and Biotechnology. Divided into research modules, Dialog1 uses an intuitive “question and answer” format to connect users to their

answer. For more detail on how to use Dialog1, see the April issue of the *Chronolog*, page 3 or <http://library.dialog.com/chron/>.

Energy Module

Dialog1 Energy provides access to leading news, research, and regulatory information

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Now Available

Enhancements to Dialog Monitor, Dialog's Intranet Delivery Tool

What is Dialog Monitor?

Dialog Monitor is software that can be used to deliver Dialog search and Alert output, from most Dialog databases to designated locations on an organization's intranet.

How does it work?

Once the application has been installed by a Web administrator, the information professional can use the Categories screen to create folders that will help organize the Dialog Alerts and prints that are delivered to the intranet site. When the site is published, the information professional can populate it with results by creating search strategies and using special PRINT TITLE, PRINT and ARCHIVE commands. Dialog Alerts will now flow to the appropriate locations on the organization's intranet.

Dialog Monitor Alerts may be set up from the following products:

- Dialog
- DialogClassic on the Web
- DialogWeb (Command and Guided Search)

Dialog Monitor Customizable

Besides having the power to deliver Dialog results to an intranet, Dialog Monitor is fully customizable to fit into the "look" of the organization's Intranet. In cases where users do not feel comfortable with HTML or choose not to commit Web resources to developing a customized Monitor site, we have staff dedicated to creating custom sites according to a user's specifications.

What's New?

Dialog Monitor 1.3 offers several enhancements to version 1.2:

- Titles now in a convenient checklist format enabling users to view more than one record at a time.

- Improved "look and feel" so that even without customization the product looks great.
- Improved links to information about other Dialog products.
- Improved e-mail notification of new records posted to the intranet.

Dialog Monitor 1.3 is now available for free download from <http://products.dialog.com/products/webdel/>.

For more information on how Dialog Monitor can help with current awareness in your organization, please contact the Knowledge Center (U.S.) at 1-800-3DIALOG (334-2564) or your local Help Desk, e-mail customer@dialog.com, or visit <http://products.dialog.com/products/webdel/>.



Dialog Intranet Toolkit Enhanced With Additional Content

The Dialog Intranet Toolkit allows Knowledge Professionals such as Librarians, Knowledge Managers, or Web Designers to create custom intranet sites integrating Dialog's unsurpassed content into their organizations. Interfaces can be customized according to the information needs of the organization and the "look and feel" of the organization's intranet. As part of our continued efforts to improve the Dialog Intranet Toolkit offering, we have added significant content to the product. Expanded access to some of

Dialog's most used and prominent files enables information professionals to create a wider range of search applications for their users.

Highlighted content

- The addition of the CLAIMS files provides access to all of IFI patent files available on Dialog. IFI is considered a leading provider in the Intellectual Property arena with some of the "best tested" data in the industry. These files include:

CLAIMS®/Citation (1790-1946) (220); CLAIMS®/Citation (1947-1970) (221); CLAIMS®/Citation (1971-present) (222); CLAIMS®/Compound Registry (242); CLAIMS®/Comprehensive (942); CLAIMS®/Reference (124); and CLAIMS®/UNITERM (341).

- The addition of Derwent World Patents Index Extension (350) allows for complete access to all of Derwent's content available on Dialog. This file is normally available to users who pay additional

Continued on page 7

TradStat Web Lite Launched

With the launch of TradStat Web in 1999 (<http://www.tradstatweb.com>), Dialog created the world's first Web-based trade statistics resource. The service is an essential point of reference for management and financial consultants, government agencies, retailers or anyone involved with products, who needs to research the potential of overseas markets. TradStat Web enables users to:

- View import/export figures for countries ranging from Austria to Zambia
- Access market share, track competition, and identify potential trade partners
- Monitor trends in trade flow and price fluctuations

- Track the movements of products around the globe

Now, for those who need just one year of data, TradStat Web Lite simplifies TradStat Web by offering one predefined report type. This Trend Report for a 12-month period is offered at half the price of the original TradStat Web trend report (28 - CHF/\$20 U.S. per report).

Try TradStat Web Lite (<http://www.tradstatweb-lite.com>), and when you find out how easy it is to use, you'll want to upgrade to TradStat Web to get the full flexibility of this robust product. ♦

Profound® Gets a New Look

Starting in July Profound will be sporting a new look. Profound is the first product to display the new Dialog branding, including a new tagline, logos, and images. Because of the complex nature of the Profound program, the Profound makeover will occur in two phases. In Phase 1 new images of the same size and placement will replace existing images. For example, when users view the World Search screen, they will see a "new skin" with the same layout and functionality. Phase 2 will begin later this year and will include new navigation and layout design.

Phase 1 Changes

Some of the changes that users will see in Phase 1 include:

- *Newly designed home page* that is simple, intuitive, and easy to navigate. Prior to the makeover, a user needed to click through two different pages—a login page and a menu page—to gain access to a search form. These two steps have been combined into one on the main index page. (See Figure 1)
- *Clear, uncluttered navigation bar* displayed at the top of the home page.
- *Mouse-over effects displaying descriptions*

of each Profound component. These descriptions allow users to better determine where to begin searching.



Figure 1

Dialog Intranet Toolkit — Continued from page 6

subscription fees to Derwent in order to access the expanded version of the World Patents Index file.

- **CA SEARCH®:** Chemical Abstracts® (399, 308-314) is considered an essential resource for chemical searchers, and it is an excellent complement to the IFI and Derwent additions because these databases provide specific content enhancements with controlled chemical indexing.
- **TULSA™** (Petroleum Abstracts) (986) is considered an essential file in the petroleum industry. Like the Derwent file, this addition will provide users with access to a subscriber version of the file.

Other databases

Other files added to the Toolkit offering include:

- Banking Information Source (268)
- Business Week (623)
- Eventline™ (165)
- Insurance Periodicals Index (169)
- ISMEC (Information Service in Mechanical Engineering): Mechanical Engineering Abstracts (14)
- Microcomputer Software Guide Online™ (278)
- Transportation Research Information Services (TRIS) (63)

For more information on Dialog Intranet Toolkit, contact your sales representative, call the Knowledge Center at U.S. 1-800-3DIALOG (334-2564) or check Dialog's Web site at <http://products.dialog.com/products/toolkit/>. ♦

- *Drop down menus* available on the main navigation bar allowing for consolidation of the Briefings, Tools, and Preferences pages. (See Figure 2)

Watch for more exciting changes to Profound later this year. ♦



Figure 2

MEDITEC: Medical Engineering (BMED) Now on DataStar™

MEDITEC: Medical Engineering (BMED), a bibliographic database relating to scientific and economic aspects of medical engineering is now on DataStar.

Content

70% of this database is in English with additional search terms in German; 30% of the database is in German with additional search terms in English.

The citations in BMED contain the following information:

- biomedical measurements (recording, plotting, processing, and evaluation of physiological parameters)

- medical imaging (e.g. computed tomography - CT, magnetic resonance imaging - MRI)
- medical instruments for diagnostic and therapeutic applications (electro-medicine, radiological, nuclear and ultrasonic medicine, intensive care)
- clinical laboratory technology and dental technology
- optometry and ophthalmological instruments
- clinical engineering, prostheses and rehabilitation engineering
- general aspects of medical engineering; medicine, biophysicals, biomechanics, biochemistry, pharmaceutical technology.

The database is updated weekly, contains information from 1986 onwards and covers international literature from Eastern and Western Europe and Asia on medical engineering from over 600 journals. It also includes conference papers, books, reports, and dissertations.

Pricing

The connect per hour charge is \$60.00/CHF 87.00, with a full record cost at \$1.50/CHF 2.18 with Alert profiles at \$6.00/CHF 8.65.

The complete database search guide is available in BASE, search BASE-BMED, the online datasheet is available at: <http://ds.datastarweb.com/datasheets>. ♦

Delphes European Business Reloaded on Dialog

Delphes European Business (File 481) has been reloaded and is again current on Dialog. The database contains bibliographic citations and informative abstracts (in French) on virtually every aspect of European business. Produced by the French Chambers of Commerce and Industry, Delphes offers in-depth coverage of French and European business activities: products and markets, company profiles, company management, economic and financial environment. About 700 trade journals, newspapers and business magazines, mainly French (regional as well as national), are regularly scanned for inclusion in the database.

The reloaded file contains data from 1995 and is reloaded with the thesaurus 2000. The French version may be obtained free of charge from the database producer in a PDF format. Also included in the reload is the possibility of performing hierarchical searches on geographic keywords (already available on subject keywords), the addition of new geographic fields for identifying imports/exports between countries (OG= for Country of Origin and DS= for Destination Country), and the ability

to display the alphabetical list of keywords in French or English.

The ISBN information (BN=) and Commercial Exchange (CE=) indexes have been removed from the file, as well as the Spanish terms in the indexes and Spanish language display.

Descriptors and country information are in both French and English. A source list and a quick reference sheet for searching the database are available from the producer. While the title information is in the original language, English language descriptors and countries will display in Format 9. For a French-only display, use Format 39.

Monthly and weekly (default frequency) Alerts are available for the information found in Delphes. DialUnits are priced at \$3.60, and the full record is \$2.15. The reloaded file is also available on DataStar as DELP. For more information on DELP, see the datasheet at <http://ds.datastarweb.com/datasheets/>.

For more information about File 481, please refer to the Bluesheet in the Dialog Library (<http://library.dialog.com>) and in Dialog Bluesheets™ (File 415). ♦

Correction Records Now Appearing in PIERS Databases

Beginning in April 2001, PIERS began sending correction records for:

- File 571, PIERS Exports (U.S. Ports),
- File 573, PIERS Imports (U.S. Ports),
- File 572, PIERS Exports (Mexico), and
- File 574, PIERS Imports (Mexico).

Correction records are records that have been previously delivered to these databases, but have been replaced with new records containing some change to the data, such as weights, amounts, destinations, origination points, or units of measure. Some records contain only the correction of typographical errors. The change updates are indicated by a C following the update date. For example, the first of these updates appeared in April, and are coded UD=200104C.

To avoid including records in your searches from corrected updates, simply enter your strategy and NOT out the change update, e.g., S PN,PS=FIREFWORKS? NOT UD=200104C. Correction updates will be added to the PIERS files every month. ♦

Global Pricing Information at your Fingertips Provided by Tradeline and Tradeline International

Tradeline® and Tradeline International® is a gateway service provided by Tradeline.com. This service provides speed, flexibility, depth and uncompromising data quality to assist you in portfolio, company, price/performance, and geographic analyses. Information includes current and historical security pricing, dividend, capitalization, and descriptive information on over 240,000 active U.S. and Canadian securities, over 74,000 active international securities on 94 exchanges, and over 6,000 market indexes. Exchange rates for over 169 currencies are also available.

Historical performances. Tradeline and Tradeline International is highly prized for its historical coverage of performance of securities, markets, industries, and currencies. Coverage of active and inactive issues includes up to 28 years of data for over 500,000 North American securities (including debt, equity, options, mutual funds, warrants, units, etc.) and up to 15 years of information on over 166,000 international equities. Among the data tracked for each issue are price, volume, dividends and distributions, earnings, capitalization, shares outstanding, earnings per share, and P/E ratios.

Answers to difficult questions. Financial professionals consult Tradeline and Tradeline International first when they need answers to questions such as:

- How is our stock performing as compared to our competitors?
- How has our dividend policy affected our stock value over the past year?
- What was the total return for our stock for the past 52 weeks?
- How is our domestic industry doing as compared to its international counterparts?

Custom reports. You can create custom reports based on securities issues that meet your investment criteria. For example, you can specify companies having capitalization of a certain amount and a return of 100 percent for the last 52 weeks. You can provide the report title and column names, and sort the resulting data.

Once you BEGIN TRADELINE or BEGIN TRADELINE INTERNATIONAL, you can follow the easy menus to obtain just the information you need. The main menu from Tradeline is shown to the left. ♦

```
TRADELINE and TRADELINE INTERNATIONAL(R)
Copyright (C) 2001 - Tradeline.com
Main Menu
```

```
1 Tradeline                U.S. and Canadian Securities
2 Tradeline International  International Securities
3 Currency Rates           Currency Exchange Rates
4 Stock Exchange Info     Holidays, hours of operation, market indexes
5 Settings                 Data Retrieval Options
6 Guide to Tradeline       Why, when and how to use
7 Charges                  Charges for Tradeline
```

```
Today is a stock market holiday on 12 exchanges
```

```
(COMMANDS: /H = Help /L = Logoff /B = Begin Dialog /MM = Main Menu
/M- = Previous Menu /M = Current Menu) Enter option or command:
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Changes to Content of Newspaper Files

Many of the major newspapers in the United States and around the world have been taking necessary action in attempts to limit liability to their syndicated columnists. The recent Supreme Court decision in the well known "Tasini" lawsuit has impacted the redistribution rights of newspapers that publish articles of independent authors. The issue in "Tasini" that is applicable to Dialog and other electronic content information companies was whether a newspaper, which uses stories written by independent authors, has the right to redistribute those stories via online information services.

Since the "Tasini" case was filed, many newspapers have changed their syndication agreements to include electronic redistribution rights. The *New York Times* and KnightRidder.com have requested the removal of articles from Dialog, DataStar and Profound that are impacted by the Court's decision. Please be aware that no articles from this date forward are being removed.

A list of newspapers that have had articles deleted from Dialog, DataStar and Profound and their associated Dialog File Number can be viewed in the online *Chronolog* at <http://library.dialog.com/chron/2001/0007>. ♦

At SLA, Roger K. Summit Scholarship Awarded

The Roger K. Summit Scholarship, awarded annually by Dialog, was established to honor Dr. Roger K. Summit, the founder of Dialog for his outstanding contributions to the field of information science. The \$5000 award is made to a graduate student in library and information science based on achievement, interest or performance in electronic information services, recommendations, as well as demonstrated knowledge of Dialog.

Congratulations go to this year's Roger K. Summit scholarship recipient—Shelagh K. Genuis from the School of Library and Information Studies at the University of Alberta, Canada.

For more information about this prestigious award and this year's recipient, please visit <http://www.quantum.dialog.com>. ♦

Dialog Regional Updates 2001

Join us for an update on the important things happening at Dialog. This exciting new series of Updates provides one-day seminars that will include product and application training, as well as presentations from the all-new Quantum² program just launched by Dialog.

Content

Learn from our experts about new techniques for getting the most out of Dialog's unsurpassed collection of content. Simultaneous tracks will focus on all types of information: business, science and technology, intellectual property, international news, and much more. Some topics include: "Drug Pipeline Databases," "Intellectual Property: A Tool for Competitive Intelligence," "Prior Art Searching," and "Successful Searching for Small Companies." In addition, a "Dialog Refresher" and a "What's New" session will keep you up-to-date on searching techniques and Dialog's latest products.

Descriptions of Quantum² sessions

Selected sessions from the following will be presented at each Update:

- *Professional Influence: Relationships, Respect, Results* by Ulla deStricker
Many information professionals are in positions of leadership or authority and, therefore, can effect change. Many more are beginning, or building on, the early achievements in their careers and consider their leadership scope moderate. Yet we all have an opportunity to assume a proactive role in creating positive results for the organizations we serve. Ulla de Stricker addresses the realities and challenges of a work environment characterized by relentless change, focusing on the techniques for building the credibility and the relationships necessary to inspire productive change. How do we advance along the path from "excellent service" to "trusted and valued advisor, always invited

to the table" — and encourage our staff to do the same? How do we ensure that our senior management understands the true value we can deliver — in contexts far beyond those of the past? If every day offers the choice of focusing on priorities,

how do we determine what they are?

- *Creating Value— Added Research and Analysis* by Anthea Stratigos of Outsell, Inc.

This session is about value-added research

and analysis — what it is, and why it's so important in today's business environment. In a six-step process, you will learn the "how-tos" for creating value-added research and analysis. The session will also examine best practices for creating value-added research and content, and take participants through a practical exercise to apply new skills.

- *Market Segmentation and Information Needs Assessment: The Key to Understanding End Users* by Mary Corcoran of Outsell, Inc.
This session focuses on the key to defining the requirements for your information services—a thorough understanding of your target user and their information needs. You will learn how to identify market segments and how to use a best-in-class needs assessment methodology to gain an understanding of end users' information use habits and preferences, including perceptions of your services, the Internet, and other sources. Skills-building exercises will round out the session.

Mark your calendar for an Update near you! Registration is \$75 per person. Call 1-800-3DIALOG (334-2564) for more information or to register by phone.

Toronto, Canada — September 13
Columbus, Ohio — September 20
Boston, MA — October 10
New York City, NY — October 12
San Francisco, CA — October 23
Los Angeles, CA — October 25 ♦

Sign up now for the
Pharmaceutical Forum
on September 11
in Woodbridge,
New Jersey.

Energy and Biotech — Continued from page 4

in the Energy market. The module is divided into six sections focused on different segments of the Energy industry. These sections include: Alternative Energy, Coal, Nuclear, Petrochemical, Petroleum, and Utilities.

Powerful "behind the scenes" search features include the ability to:

- Retrieve chemical name synonyms and launch a search on those synonyms in different energy databases like the American Petroleum Institute Literature Abstracts (APLIT[®]) database.
- Use a geographical coordinate to perform literature searches on geographic locations in the GeoRef database.

Dialog1 Energy contains the leading databases in the industry, including APLIT[®], CA SEARCH[®] - Chemical Abstracts[®], Derwent World Patents Index, EI Compendex[®], Energy Science and Technology, GeoRef, ICONDA - International Construction Database, INSPEC, and TULSA[™] (Petroleum Abstracts).

Biotech Module

Dialog1 BioTech provides access to industry, patent, news, research, and regulatory information in the Biotechnology market. The module is divided into four sections: News & Industry, Patents, Regulatory Information, and Research & Development. Examples of searches in this module include the ability to retrieve Gene Sequence Patents from patent databases like the U.S. Patents Fulltext Database.

Leading databases include Adis R&D Insight, CA SEARCH[®], Chemical Engineering and Biotechnology Abstracts, CorpTech[®] Directory of Technology Companies, Derwent Biotechnology Abstracts, Derwent World Patents Index, F-D-C Reports, IMSworld R&D Focus, Pharmaceutical and Healthcare Industry News Database, and Pharmaprojects.

For an example of an application using the Biotech Module, see the online version of the *Chronolog* at <http://library.dialog.com/chron/2001/007>. For more information about Dialog1, call the Knowledge Center at U.S. 1-800-3DIALOG (334-2564) or your local help desk. ♦

Training Schedule

Training classes on Dialog's services are held throughout the world. For the most current schedule for all locations, check the Dialog Web site at http://training.dialog.com/sem_info/calendar/. To register, U.S. clients should call the Knowledge Center at 1-800-3DIALOG (800-334-2564).

Midwest

Chicago, IL

- 8/21 Dialog Applications Briefing: Biotechnology
- 8/21 Developing Dialog Searching Expertise, Pt. 4: Power Searching
- 9/11 Developing Dialog Searching Expertise, Pt. 4: Power Searching
- 9/13 Business of Science
- 9/18 Biomedical Seminar
- 9/25 Developing Patent Research Expertise, Pt. 3: Prior Art Searching
- 9/25 Developing Patent Research Expertise, Pt. 4: Competitive Intelligence

Grand Rapids, MI

- 8/21 Developing Patent Research Expertise, Pt. 1: Patent Search Basics
- 8/21 Developing Dialog Searching Expertise, Pts 1 & 2: Fast Start and Intermediate

Ypsilanti, MI

- 9/12 Developing Dialog Searching Expertise, Pt. 3: Advanced
- 9/12 Market Intelligence
- 10/24 Developing Patent Research Expertise, Pt. 2: Patent Families & Legal Status
- 10/24 Developing Dialog Searching Expertise, Pt. 4: Power Searching

St. Paul, MN

- 8/22 Company Intelligence
- 8/22 Market Intelligence
- 9/12 Special Topics on Dialog: Tips for Using DialogWeb
- 9/12 Special Topics on Dialog: Selecting the Correct Database
- 9/12 Developing Dialog Searching Expertise, Pts 1 & 2: Fast Start and Intermediate

Kansas City, MO

- 9/12 Asia-Pacific Corporate Intelligence
- 9/12 Company Intelligence

Cincinnati, OH

- 8/20 Chemistry for the Non-Chemist
- 8/20 Developing Dialog Searching Expertise, Pt. 3: Advanced

West

Inglewood, CA

- 9/20 Developing Dialog Searching Expertise, Pt. 1: Fast Start
- 9/20 Developing Dialog Searching Expertise, Pt. 2: Intermediate
- 9/21 Developing Patent Research Expertise, Pt. 1: Patent Search Basics
- 9/21 Developing Patent Research Expertise, Pt. 3: Prior Art

Aurora, CO

- 8/24 Developing Dialog Searching Expertise, Pt. 3: Advanced
- 9/27 Developing Dialog Searching Expertise, Pt. 4: Power Searching
- 9/28 Searching Dialog: The Basics

Costa Mesa, CA

- 9/14 Developing Dialog Searching Expertise, Pt. 1: Fast Start
- 9/14 Developing Dialog Searching Expertise, Pt. 2: Intermediate

San Diego, CA

- 9/24 Developing Dialog Searching Expertise, Pt. 1: Fast Start
- 9/24 Developing Dialog Searching Expertise, Pt. 2: Intermediate
- 9/25 Developing Dialog Searching Expertise, Pt. 3: Advanced
- 9/25 Developing Dialog Searching Expertise, Pt. 4: Power Searching

San Francisco, CA

- 8/22 Intellectual Property: Trademarks & Copyright
- 8/28 Developing Patent Research Expertise, Pt. 3: Prior Art
- 9/11 Developing Dialog Searching Expertise, Pt. 4: Power Searching
- 9/19 Developing Dialog Searching Expertise, Pts. 1 & 2: Fast Start and Intermediate
- 9/27 Developing Patent Research Expertise, Pt. 4: Competitive Intelligence

Northeast

Boston, MA

- 8/20 Dialog Applications Briefing: Biotechnology
- 8/22 Developing Patent Research Expertise, Pt. 3: Prior Art
- 8/22 Developing Patent Research Expertise, Pt. 4: Competitive Intelligence
- 8/27 Dialog Applications Briefing: Computer Software
- 8/29 Engineering Information & Techniques
- 8/30 Pharmaceutical Business Searching
- 8/30 Pharmaceutical Science Searching
- 9/5 Developing Patent Research Expertise, Pt. 1: Patent Search Basics
- 9/5 Developing Patent Research Expertise, Pt. 2: Patent Families & Legal Status
- 9/10 Dialog Applications Briefing: Business & Science of Food
- 9/12 Developing Patent Research Expertise, Pt. 3: Prior Art
- 9/12 Developing Patent Research Expertise, Pt. 4: Competitive Intelligence
- 9/13 Developing Dialog Searching Expertise, Pts. 1 & 2: Fast Start and Intermediate
- 9/17 Creating & Using Alerts
- 9/19 Company Intelligence
- 9/19 Market Intelligence
- 9/24 Fundraising with Dialog
- 9/26 Intellectual Property: Trademarks & Copyright
- 9/27 Pharmaceutical Business Searching
- 9/27 Pharmaceutical Science Searching

South

Cary, NC

- 8/22 Developing Dialog Searching Expertise, Pts. 1 & 2: Fast Start and Intermediate
- 8/29 Developing Dialog Searching Expertise, Pt. 3: Advanced
- 8/29 Developing Dialog Searching Expertise, Pt. 4: Power Searching

Arlington, VA

- 8/22 Basic Skills Review

Customer in the Spotlight

Dialog Customer Named Federal Information Center of the Year

The Scientific and Technical Information Center (STIC) of the United States Patent and Trademark Office (USPTO), a Dialog customer, has been named the Federal Information Center of the Year by the Library of Congress. In addition, Darcy Bates, a STIC employee was selected as the Federal Library Technician of the Year.

The Federal Library and Information Center Committee (FLICC) of the Library of Congress, an organization of federal librarians, selected STIC from over 1,200 federal information facilities eligible to receive the award. Applicants for the information center award were evaluated on their mission

effectiveness, creativity and innovation in services and customer orientation. The Library Technician Award recognizes the winner's service excellence, technical competency, flexibility in adapting work methods and ability to deal with change. The awards were presented by Librarian of Congress, Dr. James Billington, in a ceremony at the Library on March 27.

Dialog adds its congratulations! If you have received a special award, Dialog would like to feature your library or librarian as the Customer in the Spotlight in a future issue of the *Chronolog*. Send information about the award to: raymond_niro@dialog.com. ♦