

PRESS RELEASE



PR: 258	Client: Intrallect
Status: 1 st draft	Date: 23 rd Feb 04
Client contact: Dr Charles Duncan, CEO Intrallect Limited 0870 234 3933 c.duncan@intrallect.com	Agency contact: Michael Reynolds or Ryan Smith Sigma Communications 01337 828 057 Michael@sigmacommunications.co.uk ryan@sigmacommunications.co.uk

**INTRALLECT
WINS JISC**

DIGITAL RIGHTS MANAGEMENT TENDER

The Joint Information Systems Committee (JISC) has awarded a contract to Intrallect for a scoping study looking at Digital Rights Management in the UK Higher and Further Education sector.

Intrallect has been tasked with investigating the complex issue of digital rights management for teaching and learning as well as for research. Intrallect will make recommendations on how the rights of copyright /IPR owners can be balanced with extending and promoting the use of digital resources. Different problems arise when publishers need to make books and journals available electronically but protect their copyright from academic researchers or teachers making their work available to a community willing to share on an equal footing. (this sentence does not read very well to me. May be need to be re-worded?) This will involve drawing comparisons with the commercial sector and other academic communities comparable with the UK.

Intrallect is a leading provider of Learning Object Management Systems (LOMS) for e-learning. Its CEO Dr Charles Duncan said: "Education materials and resources, everything from lecture notes to video clips to quizzes, are now held in digital form. Digital Rights Management is one of the key issues in developing a vibrant "market". Some people are reluctant to engage in this marketplace until they are assured that their rights are recognised. In many cases people are seeking recognition rather than financial reward but the information still needs to be properly managed."

He added: "Managing the intellectual property rights in this growing body of content in a consistent and efficient manner, is vital for the support of both institutional usage of copyrighted material and of resource sharing between institutions."

Commenting on the tender award Helen Hockx-Yu, Programme Manager and a member of the JISC Executive: "Intrallect was awarded the tender mainly because of their understanding and experience of the educational sector. They are also familiar with JISC's work having worked on previous projects. This hopefully will contribute to a thorough study of the complex issue of DRM for the sector."

Intrallect is due to complete its report by 30th June 2004.

- For further information on Intrallect please visit www.intrallect.com
- For further information on JISC please visit www.jisc.ac.uk

- Ends -

Notes to editors

About Intrallect

Intrallect was formed in June 2000 by Dr Charles Duncan, Dr Peter Douglas and Dr Martin Morrey as a spin-out from the University of Edinburgh. The company offers software tools, including the world-leading intraLibrary, for the current and next generation of e-Learning systems. Intrallect is first to market with this new range of tools enabling enterprise-wide sharing and reuse of e-learning material. These innovative tools, rigorously compliant with existing standards/specifications, capture and store e-learning content, separating the content from any specific technology – thus increasing the longevity and flexibility of the valuable knowledge and skills

encapsulated in the e-learning content. Uniquely, Intrallect provides transformation channels to delivery content from a single source into multiple delivery channels, be they proprietary “web-based learning environments” or substantially different technologies such as interactive digital television or wireless, handheld devices, and devices yet to be devised.

About JISC

JISC – Joint Information Systems Committee – is a joint committee of the UK further and higher education funding bodies, and is responsible for supporting the innovative use of information and communication technology (ICT) to support learning, teaching, and research. It is best known for providing the JANET network, a range of support, content and advisory services, and a portfolio of high-quality resources. Information about the JISC, its services and programmes can be found at <http://www.jisc.ac.uk/>. For further information, contact Philip Pothen on +44 (0)20 7848 2935 or 07887 564 006; email p.pothen@jisc.ac.uk.