



## **American Chemical Society introduces reimagined publications web experience, powered by Atypon**

WASHINGTON, May 22, 2019 — The Publications Division of the American Chemical Society (ACS Publications) today announced the launch of a fully redesigned web delivery platform ([pubs.acs.org](https://pubs.acs.org)).

This platform delivers global access to all ACS journals and books, as well as to the C&EN Global Enterprise edition. The website supports over 6,000 universities, corporations and government research centers worldwide, hosts over 1.4 million peer-reviewed articles and delivers over 130 million article requests per year. This new website offers enhanced features and functionality for authors and researchers, including a more intuitive user interface, prominent article metrics, sophisticated browsing, and a responsive, mobile-friendly design.

Built on over 10 years of digital publishing user experience, the ACS Publications website boasts an improved article research experience with a modern interface, a streamlined look and feel, and revamped tools. All article pages now showcase key metrics, such as article views, Altmetric scores and citations, as well as improved navigation to figures, supporting information and references. All journal tables of contents and article collection pages feature a preview of both the graphical and written abstracts, improving the browsing capabilities for researchers. Open access and reuse rights are clearly embedded in each article's metadata.

“As one of the most highly used websites in scholarly communications, it's vital that ACS offers users a balance between sophisticated functionality, ease-of-use and powerful discovery. At the same time, investments in high-speed access and robust availability to our global audience and a secure infrastructure are vital to ACS' mission to maintain the integrity of the scientific and scholarly record,” says Brandon A. Nordin, senior vice president, Marketing, Sales and Innovation at ACS.

The site is fully responsive for mobile devices, such as tablets and smartphones. Researchers can pair laptops and mobile devices while on an authenticated

institutional network to enable access to content while offsite for up to four months. As a result of this embedded functionality, ACS' previous mobile app, ACS2Go, will be phased out.

"We made it our goal to ensure the redesigned website continues to deliver the same key functionalities our global communities rely upon," says James Milne, Ph.D., senior vice president, Journals Publishing Group at ACS Publications. "Our aim is to lead the way in effectively delivering the most trusted scientific information to the global research community. Based on the significant amount of user testing undertaken and positive feedback received, we are confident this revamped experience will be highly appreciated by authors and readers alike."

The updated site introduces substantial improvements to ACS Publications' web delivery, powered by Literatum, Atypon's online publishing and website development platform. While ACS Publications has been a Literatum client for over 10 years, content will now be fully hosted on the Atypon infrastructure to further improve site performance and more quickly integrate code, performance and security updates. "We're delighted to have been a part of reimagining ACS' new publication site," says Georgios Papadopoulos, founder and chairman of Atypon. "From personalized content recommendations and integrated search for enhanced discovery to mobile enhancements and an expedited eCommerce workflow, the new site offers readers of ACS Publications a more convenient and productive research experience."

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