

XANADU™ REPOSITORY PUBLISHING

A NEW FORM OF ELECTRONIC DELIVERY

PROMISES WORLD-WIDE IMPACT

IN THE MID-NINETIES

The copyright issue has become vexing to all parties-- publishers, users, and especially computer sophisticates.

Publishers feel threatened by ease of duplication and what they see as lost revenue; but they see as well the vast potential of electronic media. Users are frustrated by publishers' efforts to thwart reasonable varieties of use for different purposes.

We propose TRUE ELECTRONIC PUBLISHING: the customer buys information as electrons coming down the wire, not crammed into a physical object. Our method provides an integrated solution to distribution, copyright, royalty, credit, linkage and versioning.

Royalty will be automatic by the small fragment-- not by the full document, but by the sliver-- since in tomorrow's hypertext world there's no telling where the user will want to go next. THE FUTURE OF HUMANITY IS AT THE COMPUTER SCREEN. (over)

WHO MAY PUBLISH

Conventional publishing firms; Individuals; corporations; universities; even governments.

WHAT MAY BE PUBLISHED

Text in any format; graphics in any format; audio in any format; sheet music; video; computer data; computer programs; comments; etc. etc.

THE MAGIC OF TRANSLUCSION

Materials already on the network may be included in your document without copying them; they are supplied anew to each user from the original.

This assures royalty and credit to the correct originator of each fragment.

PROJECTED TIMETABLE

1993: first Public-Access Xanadu™ franchised stands in Northern California and Country 2.

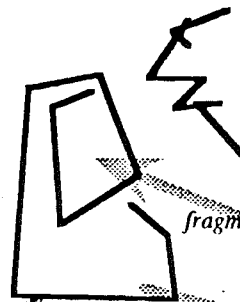
1994: Public-Access Xanadu services in four U.S. states, four countries.

1996: franchised Public-Access Xanadu service extended worldwide.

THE NETWORK

Licensed Xanadu storage vendors are connected through available networking channels.

Licensed Xanadu storage vendors maintain availability and integrity of published material. By connecting to one storage vendor, the user may access anything stored in the network.



fragments sent on demand.

with automatic royalty

FRAGMENT SERVICE

Each document has a cash register. At each delivery of a fragment from a stored document, a small royalty payment goes from the user's account to the document's cash register. This buys fair use of the fragment so purchased, which the user may discard, keep on disk or print out.

REPOSITORY WITH ROYALTY PUBLISHING

It is clear that interactive document feed from public-access repositories will soon become a major form of publishing. This means sending materials across networks to users as they demand them. More important than the technical issues in delaying these developments have been the social and psychological issues: copyright, royalty, responsibility for contents, and the complexity that so many computer people imagine to be necessary.

A unified solution is in sight: a great public-access document repository with automatic royalty on every fragment sent to a user. This has long been a principal goal of the legendary Xanadu project, now divided into two companies. XOC, Inc.* will soon bring out a hypermedia server program for industry. PAX plans to create the great repository by running this same server program in many connected computers.

Because a long-term objective of the Xanadu team has been a seamless, world-wide on-line publication system for the 21st Century, *the software has been explicitly designed for this service*, with certain unique features that will be necessary as the numbers of documents, server machines and users grow very large.

PAX™ (Public-Access Xanadu™) holds unique rights to the Xanadu software for the long-awaited royalty publishing scheme, which will be licensed world-wide as the program to maintain people's connections among ever-changing electronic documents.

* A subsidiary of Autodesk, Inc., of Sausalito, producers and publishers of AutoCAD®.

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VITAL FEATURES OF REAL ELECTRONIC PUBLISHING

OPERATIVE ACROSS ALL TRANSMISSION SYSTEMS
DESIGNED FOR HIGH-POWER SCREEN MACHINES
INTEGRITY OF ORIGINAL ALWAYS MAINTAINED
ROYALTY AUTOMATIC ON EVERY FRAGMENT DELIVERED
NOTHING MISQUOTED (always taken from original)
NO QUOTE OUT OF CONTEXT (original context always available)
PERMISSIONS UNNECESSARY FOR ON-LINE QUOTATION
(since quoted matter is not copied)
STABILITY OF LINKS AS VERSIONS CHANGE

THE LICENSING SYSTEM

Public-Access Xanadu (PAX) will create the repository network by licensing and maintaining standards. PAX will be a multinational licensing corporation; its regional divisions will license individuals and companies to operate the network's storage and feeder machines. These participating members of the repository network we refer to as *storage vendors*; their feeder machines will store the documents and send out the document fragments on demand, manage the billing to users, and manage the corresponding royalties to publishers.

Just as today's paper publishers now contract with printers, tomorrow's on-line publishers will contract with Xanadu storage vendors. (PAX will not itself take publishing initiatives.)

Note that the basic information on PAX licensing and contracts are to be found in *Literary Machines*, chapters 5.

FOR GENERAL INFORMATION ABOUT XANADU™ CONCEPTS, absorb the following from Mindful Press, 3020 Bridgeway, Sausalito CA 94965, tel. 415/ 331-4422: *Literary Machines* by Theodor Holm Nelson (\$25 in USA, \$40 elsewhere, \$5 for purchase order) or "Technical Overview of the Xanadu Hypertext System," VHS videotape (\$50 in USA, \$65 elsewhere, \$5 for purchase order).

To get on the mailing list for PAX developments, write to Public Access Xanadu, 3020 Bridgeway #295, Sausalito CA 94965. Parties in Europe may wish to discuss these matters with our EC representative, Elisabeth Davenport (c/o Department of Information Science, University of Strathclyde, Glasgow; tel. 041-552-4400 x3700; fax 041-553-1393).

ATTENTION SOFTWARE DEVELOPERS: FOR INFORMATION ON XANADU SOFTWARE AND HOW TO CONNECT TO IT, contact Xanadu Operating Company,* 550 California Avenue, Palo Alto CA 94306; tel. 415/ 856-4112; fax 415/ 856-2251.



A CLARIFYING SYSTEM OF ORDER

Xanadu is a whole world: a way of thinking, a way of relating to documents, a way of creating and delivering a whole new literature. It is not like small-scale hypertext programs, which allow the creation only of individual documents; it is a universal approach to the creation, melding and delivery of vast numbers of documents with different points of view, eventually merging them all into a new electronic literature for much of the planet.

NO LAWS NEEDED

Xanadu publishing is designed for the voluntary participation of publishers and users. The contract is independent of a document's other uses: Xanadu publishing requires only an agreement to sell fragments through a storage vendor for a minimum of three years, plus a payment by the publisher of small storage and registration fees to the storage vendor. All delivery charges are paid by the inquiring user at the instant of delivery.