

**EAST VIEW**

# Access Your Archives Online

Digitization, Preservation, Conversion, Hosting & Value-Added Services



**Uncommon Information  
Extraordinary Places**



**Now your valuable collections  
in paper format or on microform  
can be affordably digitized and  
made accessible online  
for 24/7 online access  
by your entire institution.**

## **Resources Are for Use**

- ▶ **Does your library have unique collections in paper, microfilm, or other format, currently underutilized for scholarship?**

Today's students and faculty increasingly expect access to all the library's resources online at all hours of the day. It's in the DNA of libraries to provide their researchers with the best and most extensive access to information, but the nature of print or microform collections limits access to researchers unable to visit the library during open hours.

Digitizing these unique collections helps libraries connect those resources with their researchers and researchers to your resources.

## **Save the Time of the Researcher**

- ▶ **Do you have collections that would benefit from full-image displays and full-text or metadata searching?**

24/7 access and full-text searching provides greater access to your collections and expands the concept of scholarship. The increasing demands of textual analysis by researchers cannot be supported by physical formats. However, access to original images of publications is important both to scholarship and preservation. The ability to provide full-image and searchable text to your collections has become increasingly important.

## **A Library Is a Growing Organism**

- ▶ **Do you have print or film materials taking up valuable floor space?**

The challenge faced by libraries in maintaining an ever-growing collection within a finite physical space evokes that figure in Greek mythology condemned to roll a boulder uphill for eternity. Meanwhile, the increasing demand to create greater common spaces for researchers further consumes the space otherwise used for your collections.

New academic library construction now costs \$500 per square foot, while the typical microfilm cabinet is 20 square feet. Do the math.

## The Solution

The solution is to free up shelf space at the same time you maintain or increase access to your library's collections. Partner with East View to convert materials currently in hard-to-use (microform) or deteriorating physical formats into digital resources accessible from any authenticated location 24/7.

East View, a trusted partner to academic libraries since 1989, offers an unmatched array of digital conversion and hosting services for libraries seeking to optimize their balance between physical and digital collections. Our extensive background in digitization's toughest terrain — converting primary source materials OCR'd in non-Roman and Roman scripts into full-image scans with searchable full text — makes East View your logical choice for digitization services in any written language.

## East View: More than Just a Scanning Operation

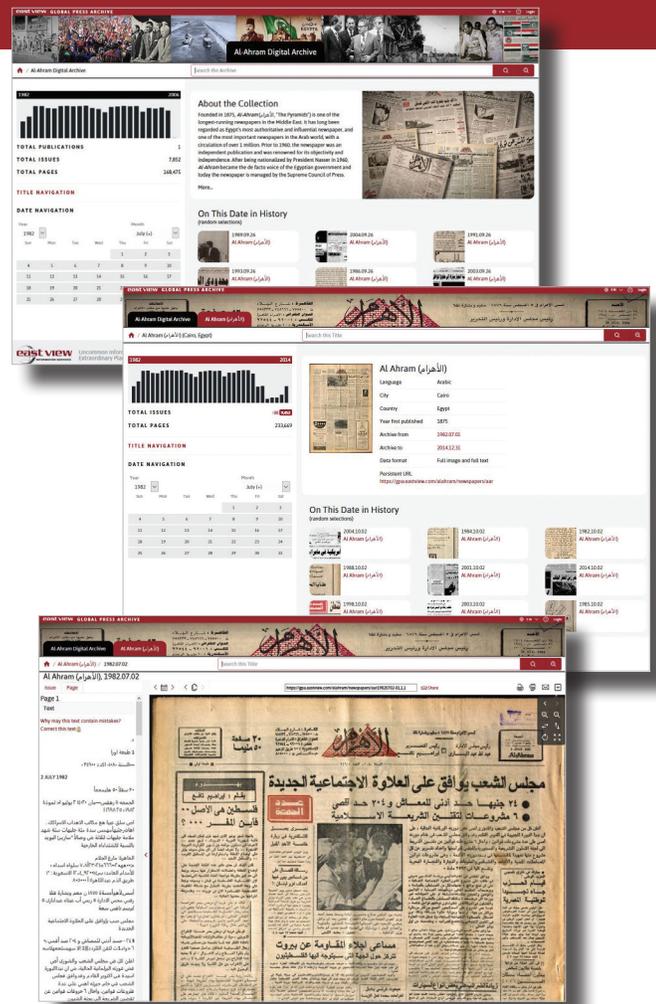
When you work with East View to digitize your collections you are getting so much more than just scanning services. We can handle the entire digitization, conversion and hosting process, consulting with you every step of the way to make sure the end product is customized to suit the exact needs of your collection.

What's more, beyond commonly-collected language collections, East View has over 25 years' experience working with area studies materials — we understand the challenges that come with working with non-Roman scripts, we know which platforms work best for different languages, and we can help you navigate the options to create a resource that meets your goals for scholarship and your collection. This is expertise that not many other outfits can match.

## Our Services

At East View we understand that each project is unique. Our library consultants will work with you to provide the appropriate level of solutions. We offer a full range of services for digital conversion and hosting, including:

- Digitization and OCRing
- Sourcing materials to complete collections
- Custom metadata creation
- Rights diligence
- Project management
- Development of Open Access or Hybrid Open Access products
- Archival preservation
- Hosting for long-term online access



► **Need to OCR Arabic? Have a collection with both simplified and traditional Chinese characters? Working with Church Slavonic? East View has the expertise to create the best solution for your needs.**

## A Proven Track Record

East View has worked with a variety of institutions on digital conversion/hosting projects. These include university libraries, academic consortiums, and large organizations such as state archives, publishers and foundations. In all cases, original primary documents are treated with the utmost care to make sure that rare, fragile, or one-of-a-kind items are preserved intact wherever possible. See below for examples of East View's work on various digital projects.

### ► Academic Library Consortium Open Access Newspaper Project

**Overview:** Contracted with large academic consortium to provide worldwide Open Access to historical newspaper collections from several regions around the world.

**Solution:**

- Created title lists of newspaper titles after confirming that all were either out-of-copyright or orphaned titles.
- Worked with committees made up of member institution librarians to prioritize content.
- Sourced issues from libraries around the world to minimize gaps.
- Developed customized platform and interface to work with over 10 languages. Newspapers published in the same language can be cross-searched.

### ► Academic Library Newspaper Digitization

**Overview:** Digitized and created custom platform for over 100-year run of school newspaper. Library had already digitized many years of the paper, but the scan qualities were very inconsistent.

**Solution:**

- Examined existing scanned issues and presented options to customer to create best possible database within budget. Customer ultimately determined to have full run of the newspaper re-scanned and OCR'ed by East View.
- Developed digitization/OCR schedule to allow customer to pay for project over multiple fiscal years. Zoned each article and connected portions of articles that spilled onto different pages.
- Worked with different size print formats to create consistent database functionality.
- Included in contract a dark archive service that includes technology updates (if PDF becomes obsolete, etc.)

### ► Academic Library Printed Ephemera

**Overview:** Customer wished to have a print election and political ephemera collection organized and digitized with metadata created.

**Solution:**

- Inventoried print collection and organized into thematic groups.
- Digitized and OCR'ed print materials.
- Created item-level metadata.
- Created multiple databases based upon thematic groups.
- Signed publishing agreement with customer to re-sell new databases and provide credit back to the customer to help defray costs.

## How to Get Started

Ready to discuss your institution's digitization needs? Email [info@eastview.com](mailto:info@eastview.com) for a free consultation.



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# Custom Newspaper Digitization and Global Press Archive

East View Global Press Archive® (GPA) is a groundbreaking program to create the most comprehensive collection of digital news sources from around the world. With GPA, East View has digitized thousands of newspapers from around the world in many languages including Arabic, Chinese, English, French, German, Japanese, and Spanish. The program is currently digitizing over 2.5 million pages a year, including commercial titles, Open Access collections and custom digitization.

As a result of GPA, East View has developed the expertise and costing models to effectively and efficiently support your digitization project. With a streamlined, cloud-based workflow to support digitization of over 200,000 pages per month, East View can quickly deliver on your project.

## ► Newspaper Digitization Standards

Newspaper digitization is extremely challenging. The source material, intended to be disposed of shortly after being read, is a challenge to preserve. Libraries sporadically collected material beyond the large dailies. Varying font-sizes in numerous columns laid out in inconsistent patterns confuses OCR engines.

East View has the expertise to digitize from microfilm and print holdings using consistent standards modeled on the Library of Congress National Digital Newspaper Program standards. All pages are outputted as archival TIFF images, JPEG2000, METS/ALTO XML and Searchable PDFs to support digital preservation, platformization, and text and data mining. This allows for long-term interoperable uses.

## ► Support Through the Entire Production Cycle



### Project Planning

Assessment of collection, organization, timelines, shipping logistics. Choose from multiple models including Open Access, preservation reformatting with on-site access, and potential opportunity for cost recovery.



### Sourcing Material

Rights diligence, metadata clean up, gap analysis and gap filling, including sourcing originals or films when necessary.



### Scanning

All material is scanned at 300DPI to ensure high quality images for long-term preservation and best quality OCR. East View can digitize from print and microform, including bound and fragile material. Capacity to digitize 200,000+ pages per month.



### File Delivery

Upon completion of your project, we deliver all output files to you for long-term preservation and support for digital humanities. East View can also support various text and data mining initiatives across your content and other collections.



### Platformization

The East View Global Press Archive platform is versatile and robust. It supports any language and various delivery models (OA, IP authentication), and is cross-searchable across other GPA collections. East View can also customize your platform experience to best suite your specific use cases.



### Optical Character Recognition

East View uses the most current OCR engines to ensure high-quality output. We have experience with challenging OCR languages including Chinese, Japanese, and Arabic. We can support text clean-up initiatives pre-platform. In addition, crowdsourced text correction features on platform allow your users to improve OCR text over time.

## ► Platform UI

The standard platform for digitization projects is the East View GPA platform, which was designed specifically for academic research of newspaper content and is cross-searchable with other key GPA collections and standalone titles. The platform can support any language and various delivery models including Open Access and IP range-based institutional access. It features a modern, intuitive interface that offers users numerous tools to get the most out of your collection. A number of these features are highlighted below for the main collection landing page and a typical issue page.

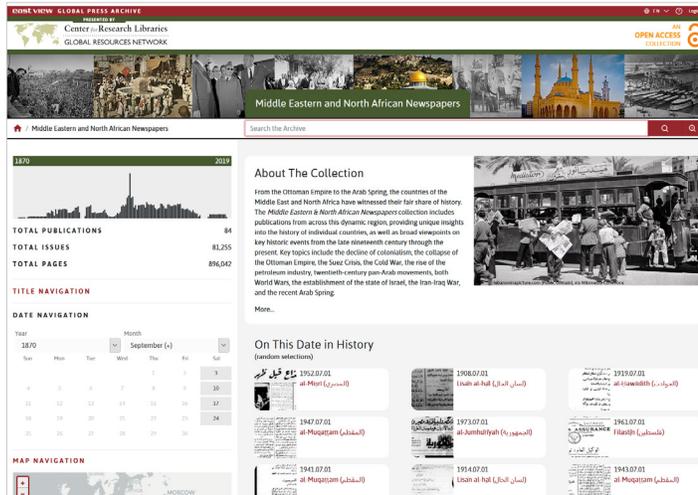
Branding options with logo and customizable collection banner and poster

Title, date and map navigation options

Navigate by issues or pages

Toggle between "Pages" view (list of pages) and "Text" view (OCR text display)

Crowdsourced OCR text correction



▼ Option for multiple interface languages

◀ Detailed Help section

◀ Login/Register for My Account

◀ Basic and advanced search tools

◀ "On This Date in History" feature

◀ Save as PDF, print, email, save page under private list in My Account, and download citations

◀ Multiple tools available, including magnification, grab, select text, clipping, rotate, fit to display, and more

## ► CRL Alliance

East View partnered with the Center for Research Library to accelerate the digitization of newspapers in member collections. Thanks to generous support from funding members, the CRL Alliance has successfully released multiple collections to date, totaling over 5.5 million pages and including over 3.2 million pages of Open Access content, all selected by CRL advisors. In addition to these collections, the CRL Alliance program also supports CRL member institutions with discounts on commercial GPA products and custom digitization projects. CRL members that choose to do custom digitization with East View enjoy additional value as the standard platform UI for digitization projects matches the UI of the CRL-wide and Open Access collections and can live on the same search platform. Contact your East View representative for more information on the digitization process and available discounts.

## ► How to Get Started

Ready to discuss your institution's newspaper digitization needs? Email [info@eastview.com](mailto:info@eastview.com) for a free consultation.



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