

A new partnership brings rare book collections right to your PC

The trouble with rare books is that they're so rare.

Even in the internet age, if you want to see a 17th edition of Hamlet up close and personal, observing every scratch and printer's mark, you can't – not without physically going to a rare book collection.

But rare isn't what it used to be: a new joint venture between the University of Pennsylvania and Olive Software will soon put that 17th century Hamlet – along with hundreds of other one-of-a-kind books, online. With Olive's technology – currently used by major newspaper and magazine publishers to archive their back issues – it will be just like having a rare book right in front of you.

Better, in fact, because the text will be fully searchable. Soon one of the world's preeminent antique Shakespeare collections, letters from Benjamin Franklin, the first Jewish publication in America, and many other one-of-a-kind treasures will be available to academics and the public.

Work begins this month, and the system will be up and running in the fall. It's the first step in what Olive Software hopes will be the next revolution in library technology.

Please let me know if you're interested in a copy of the press release or would like a briefing with Olive's CEO to learn more.

I can be reached at: Benjamin@activapr.com, or 585-705-6739. Thank you so much!

Best regards,

Benjamin Wachs
Activa PR
585-705-6739
Benjamin@activapr.com