



BRITANNICA TIMES



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BRITANNICA FACT-CHECKING BREAKTHROUGH

ENCYCLOPAEDIA Britannica, Inc., has announced its Britannica Fact-checking System -- an unprecedented research and retrieval tool used to check the corrections of text in all types of communications. The system can increase the productivity of a researcher four times and more.

Britannica has linked the world's most comprehensive and lauded database -- Encyclopaedia Britannica -- with high speed, computerized search-and-retrieval to vastly expand the research capabilities of the communications industry.

Using Britannica Fact-checking System, researchers and fact checkers can almost instantaneously compare text information with the vast Britannica database itself. For ease of use, researchers can employ everyday language to quickly find the needed information. The time-conserving search brings results that are provided in an order most relevant to the user's inquiry. Where it previously might have taken an hour to check a page of text using conventional research techniques, it now will take only 15 minutes -- using Britannica Fact-checking System and its database of more than 16 million references.

With Britannica Fact-checking System, the researcher scans line by line the contents of a text to be checked stopping when uncertain of the accuracy of a statement in the text. Then, utilizing the system's database, the researcher types out requests for pertinent information on a specially configured personal computer.

There have been recurring revelations that current U.S. history and other textbooks

contained literally hundreds of errors, many of them content mistakes. "Today, a researcher or fact checker can utilize Britannica Fact-checking system to ensure the accuracy of a statement in the most cost-effective way possible," said Karen Barch, Executive Vice President and Associate Publisher of the Publishing Group.

According to Joseph J. Esposito, President of the Encyclopaedia Britannica Publishing Group, Britannica plans to market the system directly to the communications industry -- to major providers of information such as newspapers, news agencies, and textbook and trade publishers.

For companies that can and want to do fact-checking in-house, Britannica Fact-checking System is an unprecedented resource. For other companies wanting to use the resource but not wanting to do the work in-house, however, there is another option.

Britannica has made it possible for companies to benefit from Britannica Fact-checking System through Britannica's association with Proof Positive/Farrowlyne Associates, Inc., a major U.S. print and video developer and producer based in Evanston, IL. Proof Positive serves more than 50 educational publishers and corporations annually, offering Britannica Fact-checking System services in a comprehensive, cost-effective package.

According to Esposito, Britannica Fact-checking System marks the first foray of Encyclopaedia Britannica Inc., into the professional information services field, but certainly not the last.



PROMOTIONS



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