SpringerImages

Your Guide to the Essence of Research!
In this presentation

• The value of an image database
• SpringerImages
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  — Permissions
  — Business model
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THE VALUE OF AN IMAGE DATABASE
Why does a scientific image database matter?

Because often, researchers are looking for answers to specific questions…

…and those answers are in the images
Example

Let’s say I want to know what the best settings are to achieve the highest adsorption level of PTFEMA?

Table 1: Processing conditions and protein binding capacity of PTFEMA film (1% w/w PTFEMA in methyl isobutyl ketone)

<table>
<thead>
<tr>
<th>Sample no.</th>
<th>PAB</th>
<th>Exposure (at 254 nm)</th>
<th>% Adsorption</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>120°C, 30 min</td>
<td>0.7</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>150°C, 30 min</td>
<td>14.3</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>150°C, 30 min, 15 min</td>
<td>12.2</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>150°C, 30 min, 15 min</td>
<td>14.3</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>200°C, 30 min</td>
<td>14.3</td>
</tr>
</tbody>
</table>
Where SpringerImages adds value

Traditional method of finding an image

![Diagram of traditional method with search, scan results, download article, and scan article steps leading to 'Image found?' decision.]

Finding images via SpringerImages

![Diagram of improved method with search, scan images, get answer steps leading to 'Repeat to find more' decision.]

Researchers:
- Find more images
- Find them easier
- Get answers faster
Feedback from researchers during a usability test

“I wanted to put in a particular biochemical pathway image. I went to Google Images… I tried to do it through PubMed, searching for a few articles…but I wasn’t able to find what I was looking for.”

“Searching in PubMed, you can’t see until you go the article and scroll through and see whether it has the image you’re looking for.”

“Google Images, there’s all sorts of crap in there…”

“I had to look through all these articles by hand to find a nice picture of the pathway.”
More feedback

“You can in fact skip reading the whole paper and honestly that is a huge improvement… it’s one of the most time consuming things in academia.”

“I liked the details of a given image… being able to drill down and get specific information related to the data itself… that is really important for people who are interested in sharing information which isn’t their own. That is a really useful detail that I can’t say that I’ve seen in any other database.”

Users appreciate the time savings, the supporting data, and the quality.
What is SpringerImages?

• A database of over 1.5 million images and associated pieces of full-text from Springer publications and third-party scientific image sources.

• Images include: drawings, photos, tables, charts, etc.
All science image database

Images*  Subject Collection
181,000  Biomedicine
312,000  Life Sciences
481,000  Medicine & Public Health
2,000    Pharmacy
240,000  Chemistry
29,000   Computer Science
16,000   Economics/Management Science
6,000    Education
83,000   Engineering
34,000   Environment
3,000    Geography
100,000  Geosciences
15,000   Humanities/Art
18,000   Material Science
5,000    Mathematics
All science image database – purchase options

Two purchase options
• SpringerImages: Medical & Life Sciences
• SpringerImages (Complete)

SpringerImages: Medical & Life Sciences includes following subject collections:
• Biomedicine
• Life Sciences
• Medicine & Public Health
• Pharmacy
What may users do with the images

• Subscribers have unlimited **personal use** of the images for the life of their subscription. This covers lectures, presentations, research, et cetera - **any non-commercial use**.

• You **cannot** publish or use the images commercially, in print or online, without acquiring standard permissions through the Springer’s permissions departments.
Image permission examples

Within license

- Teaching professor uses image in a course or lecture
- Researcher gives presentation at a conference
- Researcher uses image in their thesis
- Image is put into a coursepack which is given for free to students

Request permissions needed

- Researchers uses image in an article or book which will be published
- Images being used for promotional material, e.g. folder
- Images being used for trainings or slide kits
PLATFORM
Home Page

Register once and log in to use features like ‘image sets’ and ‘save searches’

Logo of the institution – access is granted by IP

Basic search – search through image captions or all text fields

Advanced search - extend your basic search with advanced search options

Browse for images by subject area
Search Results Page

Refine your search results easily by: text, subject, source, publication date or image type.

Zoom in to have a closer look at the results. Click on one of the thumbnails to go to image details page.

Drag and drop your favourite images to one of your image sets (log in required).

Save your search (login required).
Image Details Page

Image tools: see full size image, download original article, email, print or bookmark image or add image to a set.

Keywords – derived from original source or added by experts. Users can also add their own keywords.

Read the full caption of the image.

Extracts from the original article:

The variant C2HC was found to be structurally identical to C2H2 2Fs, except for subtle differences in the C-terminal end of the α-helix (Fig. 3 a, [8]).
Image Details Page

Find meta data from the original source (e.g. journal article), read the abstract and link directly to the full-text.

Link directly to other images from the same article.

Find information about the copyright and the license.
Export Images Sets

Easily browse through your favourite images

Export your image sets to a PDF or PowerPoint file with just one click
HOW TO SUBSCRIBE TO SPRINGERIMAGES
Business Model

• **Institutional licenses**
  
  – Database / access-only license
  
  – No local loading
  
  – Annual subscription fee
  
  – Subscribe to one of the following packages:
    
    • SpringerImages: Full Collection
    
    • SpringerImages: Medical and Life Sciences collection
  
  – Tiered pricing based on
    
    • Size (FTE/FTR)
Key Facts About SpringerImages - database

• **1.5 million+** scientific, technical and medical images
  - Images: *photos, graphs, histograms, figures and tables*

• Constantly growing database

• **Variety of sources**: SpringerLink, SpringerProtocols, images.MD, and more

• **Peer-reviewed**, trusted sources

• Unlimited concurrent users

• Availability: Entire collection or Medical and Life Sciences

• **Permission to use images** for personal, non-commercial use
Key Facts About SpringerImages - platform

• User-friendly interface

• **Export image sets to PowerPoint and PDF**
  — Includes caption, full image, source information

• Create Image Sets easily via a drag and drop function

• **Link back to original source**

• **Context of images** (on image details page)
  — Extracts from the full article, captions, bibliographic data

• High Resolution images (where available)
  — Users can choose size to view

• Save Searches

• Email, share, and bookmark images

• Administrator tool to easily manage access and to provide usage statistics
Key Facts About SpringerImages - search (I)

- Search
  - Captions
  - Sentences in the text that include references to the images
  - Content of tables
  - Keywords

Extracts from the Article

In the posterior atrio-ventricular groove the fistula showed a tortuous meandering course and terminated in the superior vena cava just above the right atrial appendage (Figs. 2 and 5).

While the diagnosis of this anomaly is usually made on the thin-slice original axial images, an overview of the whole course of the anomaly can be obtained using MPR, thin-slice MIP (Fig. 2), and 3D-VRT (Figs. 3-5) of MDCT.

<table>
<thead>
<tr>
<th>Compound</th>
<th>B. nificintus</th>
<th>B. morrisoni</th>
<th>B. gromecollis</th>
<th>B. confusus</th>
<th>B. vorticosus</th>
<th>M**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tetradecyl acetate</td>
<td>-</td>
<td>-</td>
<td>82%</td>
<td>-</td>
<td>-</td>
<td>256</td>
</tr>
<tr>
<td>9-Octadeceno</td>
<td>5%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>268</td>
</tr>
<tr>
<td>3,7,11,16-Tetramethyl-6,10,14-hexadecatetraen-1-ol</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>30%</td>
<td>-</td>
<td>292</td>
</tr>
<tr>
<td>3,7,11,16-Tetramethyl-2,6,10,14-hexadecatetraen-1-ol</td>
<td>-</td>
<td>2%</td>
<td>-</td>
<td>-</td>
<td>13%</td>
<td>290</td>
</tr>
</tbody>
</table>
Key Facts About SpringerImages – search (II)

- Advanced Search allows users to searches by
  - Source publication
  - **Image type**
  - Journal
  - Publication time
  - Access availability, and more.
- Search results visualization: photo, graph or table to be seen at first glance
COMPETITION
Competition overview

CSA Illustrata

• CSA Illustrata is the only relevant competitor in the field of imaging databases for Springer and is hosted by ProQuest CSA.

Amirsy

• Image databases that provide online diagnostics and images for physicians

Elsevierimages.com

• Collection of hand-painted medical illustrations from Elsevier books

Software Products

• Significant software products especially in the fields of Biomedicine and Medicine are rarely at the market, too, e.g. 3D anatomy software of Primal Pictures
CSA Illustrata vs. SpringerImages

Difference to SpringerImages

• CSA **only aggregates images** from various publishers
  
  — CSA Illustrata **does not include the full images** itself, it only links to the original content. So, if user has no access to publisher’s original content, he has no access to image

• CSA Illustrata does **not have the option to create image sets or export images** to PPT or PDF with just couple of clicks. User need to do quite a lot of steps to locate and actually save an image
Trial

- Trial (new customers only)
  - 60 days duration
  - With consent to market directly to end users during trial
  - Usage statistics available after trial
Questions or more info?

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