

Trajectory Announces Major Global Agreement with Pan Macmillan UK

Boston, MA / London, UK — August 26th 2015

Today, on the eve of the 22nd Beijing International Book Fair, Pan Macmillan UK and Trajectory, Inc. announced a new partnership in which Trajectory will distribute the Pan Macmillan catalog of English-language eBooks globally to eRetail, library, school, alternative and other digital distribution channels - including for the first time, China.

Pan Macmillan UK is one of the largest general book publishers in the UK, with imprints including Macmillan, Mantle, Pan, Picador, Boxtree, Sidgwick & Jackson, Bello, Tor, Kingfisher, Macmillan Children's Books, Campbell Books, Macmillan New Writing and Macmillan Digital Audio. Pan Macmillan is part of the Macmillan Publishing Group.

Trajectory is an intelligent network that connects publishers with its global digital distribution network of eBook retailers, libraries, school, and APP distributors. The platform delivers 300+ international points of distribution representing over 230,000 digital endpoints including every relevant eBook retailer, library distributor, school distributor and alternative digital sales channel from a single on-boarding point.

Trajectory, also known for its book-discoverability innovations, will be utilizing its natural language processing technology to derive new data analytics from each title. This new dataset compounds global sales and book discovery by enriching title metadata with keywords, people, and places data for superior audience development and channel discovery. Books within the Trajectory system are compared to each other to generate highly accurate recommendations. The goal is a commercially viable option to sales algorithms, using such factors as keywords, complexity, reading level, and the unique use of language to offer readers an alternative form of guidance. Trajectory's Natural Language Processing engine is able to generate keywords in Chinese, Spanish, German, English and other languages so that readers can locate books of interest. The Trajectory NLP technology is part of the new agreement with Pan Macmillan and key to international digital distribution.

Pan Macmillan, one of the largest fiction and non-fiction book publishers in the UK, has a brilliant list together with a great publishing heritage as well as some of the brightest new talent in the publishing world. As a Top Ten publisher, the company is growing the market as a whole and its partnership with Trajectory reflects this effort to reach people in a completely different way.

"China is a key focus for Pan Macmillan and we are very excited by the potential for growth in this most dynamic market," said Jonathan Atkins, International Director, Pan Macmillan. "This partnership with Trajectory, whose innovative and pioneering approach has opened many doors in China, will enable us to build a relationship with new English language readers and further develop that potential."

"We are very happy to build a close partnership with Pan Macmillan. We hope to bring more quality titles to Chinese and global customers to meet their demands," said Jim Bryant, Trajectory CEO. "The market in China and the world for prominent titles in English is tremendous. The Chinese eBook market today and other territories within our network are growing rapidly with many readers consuming eBooks on their mobile devices. We are pleased and honored to partner with Pan Macmillan, a global leader in the publishing world."

"China is one of the most important publishing markets in the world and our multi-channel approach is well suited for Pan Macmillan to reach the international market. China is the 2nd largest publishing market in the world and one that cannot be ignored," said Scott Beatty, Trajectory's Chief Content Officer. "Reaching readers simply through a handful of eBook retailers is not sufficient. A multi-channel, multi-device, international approach serves both readers and publishers in the most efficient manner."

About Trajectory

Trajectory is a Boston, based intelligent network that connects publishers with its global digital distribution network of eBook retailers, libraries, school, and APP distributors. The platform delivers 300+ international points of distribution representing 230,000+ digital endpoints including every relevant eBook retailer, library distributor, school distributor and alternative digital sales channel from a single on-boarding point. Trajectory has recently invented a series of algorithms that are being used to address the book discoverability issue facing the publishing world by powering book metadata enrichment and audience development. The company is focused on advancing multi-lingual natural language processing, semantic analysis, machine and deep learning for the international book and content trade. www.Trajectory.com

About Pan Macmillan

Pan Macmillan is the UK general book publishing arm of the Macmillan Group, which operates in over 70 countries. Its imprints include Macmillan, Mantle, Pan, Picador, Bluebird, Boxtree, Sidgwick & Jackson, Bello, Tor, Macmillan Children's Books, Campbell Books, Macmillan New Writing and Macmillan Digital Audio. Pan Macmillan was named Publisher of the Year at The Bookseller Industry Awards in May 2015. www.panmacmillan.com

Trajectory Announces Agreements with Capstone, Purdue University, and Ohio University

Trajectory Announces Agreements with Capstone Publishing, Purdue University Press and Ohio University Press & Major Chinese Signing Ceremonies

Beijing, China / Boston, MA — August 26th 2015

Today, during the opening of The Beijing International Book Fair, Trajectory, Inc. is announcing major partnership and China import agreements with a broad range of English language publishers from North America and Europe including Capstone Publishing, Purdue University Press and Ohio University Press. eBook titles will be presented to Trajectory digital trading partners in China including, Amazon China, JD.com, Dangdang, Xiaomi, Tencent and CNPIEC for Chinese libraries.

"We're excited to have access to Trajectory's intelligent digital network for broadening the reach of our English-language titles and authors more deeply into China and other parts of the world; we believe it will enhance our distribution and dissemination efforts, especially in developing regions and new markets," said Peter C. Froehlich, Director, Purdue University Press and Head, Scholarly Publishing Services.

Trajectory, also known for its book-discoverability innovations, will be sharing elements from its natural language processing technology to help make English language books easier for Chinese readers to discover. This new dataset compounds global sales and book discovery by enriching title metadata with keywords, people, and places data for superior audience development and channel discovery. Books within the Trajectory system are compared to each other to generate highly accurate recommendations. The goal is a commercially viable option to sales algorithms, using such factors as keywords, complexity, reading level, and the unique use of language to offer readers an alternative form of guidance. Trajectory's Natural Language Processing engine is able to generate keywords in Chinese, Spanish, German, English and other languages so that readers can locate books of interest.

"We are quite excited to be expanding our academic press footprint with Trajectory," said Gillian Berchowitz, Director and Editor-in-Chief, Ohio University Press. "We were searching for a partner that could help us get our eBooks to the widest possible section of the marketplace. The Trajectory natural language processing engine is impressive with its presentation of Mandarin language enriched metadata."

According to Jim Bryant, CEO of Trajectory, "Our important work in Chinese natural language processing combined with the Trajectory Index will enable potential book buyers to visualize these brilliant eBooks in a compelling new way. Allowing foreign language readers to see the reading level of a book will help drive more informed decisions. Highlighting the English language words that appear in each book that are used in English language proficiency exams such as TOEFL and IELTS will provide an incentive for readers to select a book."

Throughout BIBF 2015, Trajectory has a deep line-up of signing ceremonies and commitments drawing on the company's expertise in international and Chinese digital distribution as well as Trajectory's industry leading natural language processing and book discoverability technology. Trajectory CEO Jim Bryant was recently named Senior Consultant to the CCTSS of the China Ministry of Culture to advise on international digital export opportunities.

Trajectory will be featured on 3 panels and signing ceremonies. The events will be held concurrent with The 22nd Beijing International Book Fair:

- China Intercontinental Press – Signing Ceremony – Wednesday August 26th, 2015 - 1:00 PM Main Hall
- China Democracy and Legal System Publishing House - Signing Ceremony - Wednesday August 26th, 2015 - 2:30 PM Main Hall – China Publishing Group Stand
- Qingdao Publishing House – Signing Ceremony - Wednesday August 26th, 2015 - 3:00 PM Main Hall

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