

## **Kinokuniya to represent SPIE in Japan**

Kinokuniya Company Ltd (Chairman and CEO Masashi Takai) has signed an agreement with SPIE, the International Society for Optics and Photonics (CEO Eugene Arthurs) to serve as the exclusive agent for the sale of the publisher's academic journals, proceedings, and ebooks database in Japan.

Both companies will cooperate to promote SPIE's academic resources by utilising Kinokuniya's sales force for institutional clients while improving marketing functions, customer services and distribution.

### SPIE, the International Society for Optics and Photonics

SPIE, the international society for optics and photonics, is a not-for-profit society founded in 1955. It was established to advance light-based technologies and serves more than 264,000 constituents from approximately 166 countries. SPIE is the largest organizer of conferences, workshops, and symposia in the field of optics and photonics with over 300 conferences occurring annually.

SPIE's prominent product, the SPIE Digital Library, is the world's leading database with regards to applied research of optics and photonics. The database includes not only academic journals but an extremely large number of conference proceedings; it currently has more than 465,000 papers published from 1962 until present.

### Kinokuniya

Established in 1927, Kinokuniya Company Ltd is one of the largest bookstore chains in Japan with a history of 90 years. Kinokuniya is also working as a subscription agent contributing to the development of Japanese academia while having business relationships with more than 3,000 publishers and academic societies worldwide. In addition to SPIE, Kinokuniya represents renowned university and society publishing houses, including Cambridge University Press, The MIT Press, The Rockefeller University Press, The University of Chicago Press, The University of California Press, Cold Spring Harbor Laboratory Press, AIP Publishing, The American Physical Society, The Optical Society of America, and The American Society of Hematology as an exclusive agent.

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