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Current Facts in Chemistry is produced for chemists. It contains structural and factual data, both completely searchable at various levels of detail using sophisticated, yet easy-to-use software included on each CD-ROM. Substructure searches can include bond and stereochemical descriptors, atom types, or generic groups. Factual data is searchable using Boolean operators.

Current Facts in Chemistry displays structures and as many data fields as you want to review. Highlighted hypertext links let you jump directly to the record of a highlighted compound. You can use these links to navigate along synthesis paths.

Eneidyne are a class of bioactive compounds currently under investigation for their cytotoxicity. Among them, calicheamicin γ_1^I is an interesting natural product which has shown potent activity against tumor cells. Our objective is to search for synthetic eneidyne and obtain preparative data, and retrieve only those compounds where cytotoxicity information has been reported.

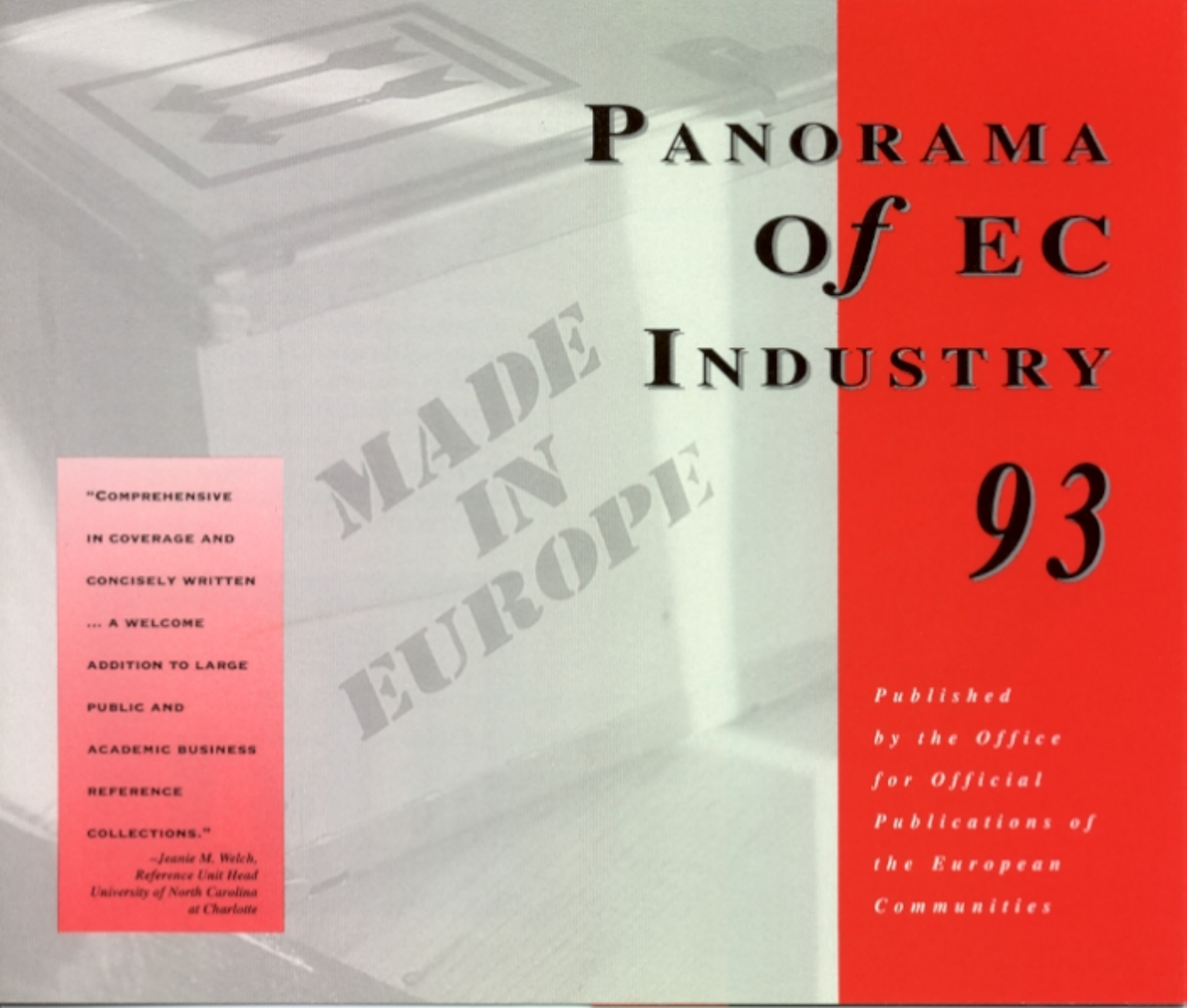
Our inquiry begins with a substructure search of the eneidyne group, and data search which looks for preparative information, cytotoxicity and biological function.

The resulting list of six structures contains, in addition to calicheamicin Θ_1^I and calicheamicin γ_1^I , the compound illustrated here.

The image displays three overlapping windows from the 'Current Facts in Chemistry' software. The top window, titled 'CFW DisplayHits: Q2 [3 of 6] - [Hitset]', shows a search result for 'BPN-6540363' with a chemical structure of a cyclohexane ring substituted with a carbonyl group and a propyl chain. The middle window, 'CFW Fact.dtor', shows a search query table with columns for Operator, Field Name, and Value. The bottom window, 'CFW Structure.dtor - [Paroc]', shows a chemical structure of a cyclohexane ring with two carbons highlighted in red. To the right of this window is a table of 'Identification Data' and 'Preparation' details.

| Identification Data - IDL | |
|---------------------------|--|
| Beilstein Registry Number | 65-40363 |
| Lawson Number | 31855, 5229, 1762 |
| Molecular Formula | C ₁₀ H ₁₆ O ₂ |
| Molecular Weight | 168.24 |
| General Comment | and mirror image |

| Preparation - PRE | |
|----------------------------|--|
| Starting Material BPN (SR) | BPN-6540363 C ₁₀ H ₁₆ O ₂ |
| Reagents (RGT) | SnCl ₄ |
| Time (TM) | 20 min |
| Solvent (SOL) | methanol |



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93

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IN COVERAGE AND
CONCISELY WRITTEN
... A WELCOME
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PUBLIC AND
ACADEMIC BUSINESS
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COLLECTIONS."

*-Jeanie M. Welch,
Reference Unit Head
University of North Carolina
at Charlotte*

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Profit from
Online
Classifieds



The Online Classifieds Challenge

As a member of the newspaper industry, you're aware of how the Internet is changing everything. On the one hand, it offers you the potential to **grow your classified ad revenues** by exploiting new channels and providing added value to advertisers. On the other hand, a host of **new cyber-competitors** threaten to pull down prices and erode your profits. The immediate challenge is to leverage the Internet to increase your revenues.

Chances are you're looking to answer these questions:

What's the quickest and easiest way to publish classifieds on the Web?

How can I package our classifieds for redistribution?

Is there an easy way to convert classified ads into a searchable database?

See
NetOwl for Classifieds
at National
Trade Shows

NAA Classifieds Conference
May 31 - June 3, 1998
Boston, Massachusetts
Booth 21

NAA Connections '98
June 19 - 21, 1998
Orlando, Florida
Booths 4-5



NetOwl for Classifieds Makes Online

Just in time to meet the online challenge, IsoQuest brings you NetOwl™ for Classifieds, an intelligent ad parser that automatically processes your classified ads for Web publishing and redistribution to new outlets. Based on advanced linguistic and natural language processing technology, NetOwl for Classifieds is a highly-customizable software package that accurately **interprets, expands and normalizes all abbreviations and acronyms** typically found in classified ads.

NetOwl for Classifieds empowers you to **diversify your distribution channels and increase your revenues** by automatically populating a structured

NetOwl for Classifieds IN ACTION

Consider the following classified advertisement of a car for sale:

Hyundai Excel, 1995, 30,000 mi., AC, CD, Excel cond. \$4,500 obo.

A person would understand that the first occurrence of "Excel" is the car's model, while the second occurrence refers to the car's condition. Commercial indexing software hasn't been able to duplicate this human intelligence—until now. NetOwl for Classifieds interprets the same ad in the following way:

| | |
|-------------------|--|
| <i>Make:</i> | <i>Hyundai</i> |
| <i>Model:</i> | <i>Excel</i> |
| <i>Year:</i> | <i>1995</i> |
| <i>Condition:</i> | <i>Excellent</i> |
| <i>Mileage:</i> | <i>30,000</i> |
| <i>Options:</i> | <i>Air conditioning, CD player</i> |
| <i>Price:</i> | <i>\$4,500 or best offer</i> |

With modules for transportation, real estate and employment, NetOwl for Classifieds enables you to **publish classifieds on the Web** quickly and easily.

Publish Classifieds Online The Easy Way

To learn more about how NetOwl for Classifieds can help you turn your classifieds into easy money, **fill out and return the attached business reply card** or call IsoQuest at 800.511.6398. IsoQuest has provided cutting-edge intelligence discovery solutions to corporations, search and retrieval companies, government agencies and content publishers worldwide, including IBM, EDGAR Online, Excalibur Technologies, Infoseek, Knight Ridder New Media, NewsEdge and Thomson Corporation.

NetOwl for Classifieds Features

- ▶ Customizable modules for transportation, real estate and employment
- ▶ Automatically expands and normalizes abbreviations and acronyms
- ▶ Robust processing of complex ads, including long-liners, nested ads, dealer ads, etc.
- ▶ Accurately processes information contained in classified ad headers
- ▶ Integrates with all major pre-press and ad capture systems
- ▶ Runs on Windows and Unix platforms
- ▶ Fast!—Can process up to 1,000 ads in 5 seconds

lassifieds EASY

database file from classified ad text. Consider the potential payoff from distributing your real estate classifieds through the following channels:

- ▶ Newspaper listings
- ▶ Searchable Web site
- ▶ Print directories
- ▶ Online real estate search services
- ▶ Agents and brokers
- ▶ Corporate relocation agencies

Publishing searchable classifieds on the Web and redistributing ads to new outlets provides added value to your advertisers and increases your classified ad revenues.