

GALE BIOGRAPHY IN CONTEXT

Virtually every course of study — from history to science to literature — is ultimately tied to the study of people

Lives
Perspectives
Impact

Today, more than ever, public libraries are a hub of community activity. Now, the Gale *In Context* family of online portals helps meet the needs of your community with remarkable, media-rich resources that provide homework help, promote lifelong learning and enhance information literacy.

Hundreds of portal pages are curated by editors who hand-select reference results, images and more. Within each portal, topic overviews commissioned by subject-area experts provide patrons with contextual information critical to understanding each topic.

Additionally, Gale *In Context* resources keep your library relevant by delivering authoritative content with a Web-like functionality that attracts and motivates patrons of all skill levels. and motivates patrons of all skill levels.

► Scope and depth

The challenges, motivations, successes and failures of yesterday's and today's notables can educate and inspire patrons. *Biography in Context* is built on a foundation of more than 600,000 biographies designed to draw patrons into new perspectives on familiar topics.

► Authoritative content

- *Contemporary Black Biography*
- *Dictionary of American Biography*
- *Europe, 1450 to 1789*
- *Historic World Leaders*
- And hundreds more titles from Gale and its publishing partners

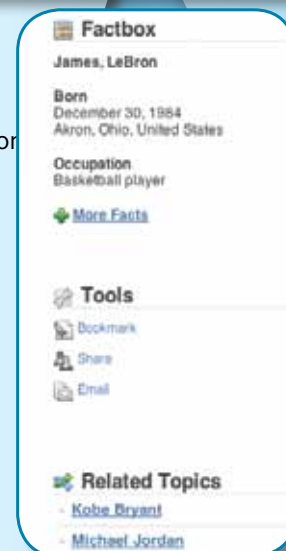
► Engage patrons with multimedia

- *Biography in Context* brings patrons face-to-face with their subjects via video, audio clips and images of yesterday and today's most-studied figures
- Daily newspapers and newswires, including *The New York Times*, *USA Today*, *Daily Mail* and other widely read publications keep patrons up to date
- A Web-like experience meets the needs of today's patrons



► Spotlight feature: Factbox

Biography in Context delivers at-a-glance information on newsmakers and historical figures alike, helping patrons gain a foundation for further discovery.



Explore them all

► Premier portals support 21st century learning

Gale *In Context* is the result of patron input and a study of research processes. Our findings revealed that patrons prefer resources that combine web-like functionality with high-quality information. To help patrons streamline their efforts and identify the most relevant content, we created eye-catching, engaging topic pages that seamlessly integrate authoritative reference from Gale and its partners with media-rich, curriculum-aligned content that spans core subjects and 21st century themes like civic literacy, health literacy and global awareness.

► Gale *In Context* resources:

- Engage and motivate patrons with a web-like experience that promotes information discovery
- Include tools to support differentiated learning and diverse patron populations
- Deliver helpful topic pages and enhanced search results to streamline the research process

► Technology enhances the learning experience

Gale *In Context* knowledge portals deliver authoritative content complemented by intuitive features:

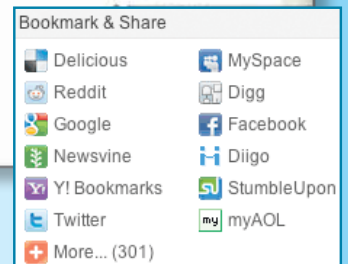
- Web-like interface design and intuitive navigation with thousands of portal pages to aid content discovery
- Media-rich content – images, audio clips, video, maps and interactive resources – enhance patron ability to evaluate and apply information
- ReadSpeaker text-to-speech technology and ability to adjust font size support struggling readers, the elderly and the visually impaired
- Document translator instantly converts any document into French, Spanish, Japanese, German, Italian, Portuguese, Korean and simplified Chinese – ideal for libraries serving diverse communities
- Customizable RSS feeds deliver information automatically to patrons
- Web 2.0 sharing allows linking through social networks and bookmarking tools
- Print, e-mail, download and bookmark tools help patrons tailor information to their needs
- Citation tools are mapped to MLA7 and APA6 standards

Topical editions include:

- *Biography*
- *Canada*
- *Global Issues*
- *Opposing Viewpoints*
- *Science*
- *Student Resources*
- *U.S. History*
- *World History*



Patrons can easily share authoritative content via Facebook and 300 social networking sites.



For a free trial, contact your Gale Representative or visit www.gale.com/incontext