



Apps for Chemistry

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Molecular Connections

Mobility is Ubiquitous

Need chemical information anywhere, anytime



By 2013, mobile devices will overtake PCs as the most common web access device worldwide

Source : Gartner

Evolution of Chemical Information Delivery

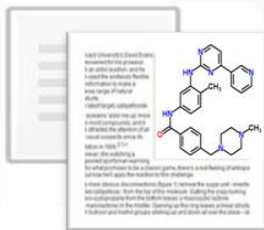


4

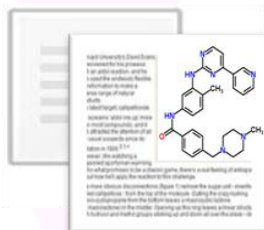
post-PC world



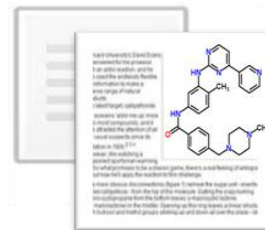
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2



1



Technology Shifts Faster than You Expect



How Do We Respond ?

<http://www.slashgear.com/babys-first-ipad-24121114/>



There is an App for that !

What about Chemistry ?

Source : http://www.flickr.com/photos/cristiano_betta/

Growth of Chemistry Apps

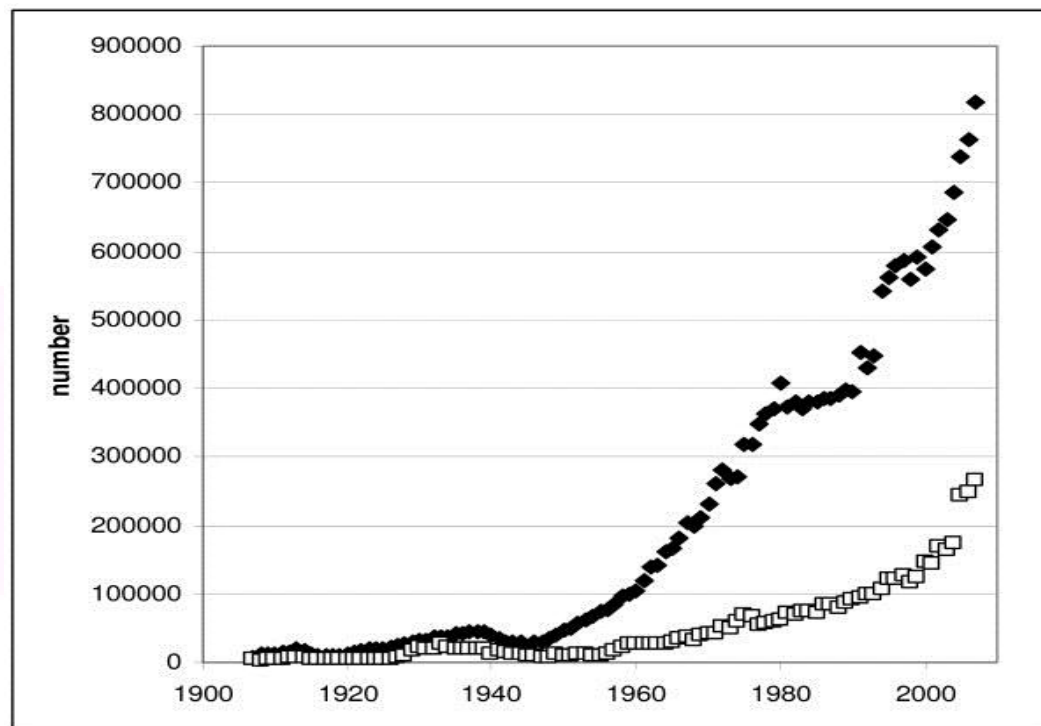
- Read, access, calculate, draw

....And Many More Innovative Apps Coming up

App store search using the keyword “chemistry”

App Store	Type	No. of Apps
Apple	iOS	398(iPad), 681 (iPhone)
Google Play	Android	> 1000

Trend - Chemical Information Deluge



Number of articles (diamonds) and patents (open boxes) abstracted annually by *Chemical Abstracts Service*

Bachrach *Journal of Cheminformatics* 2009 1:2 doi:10.1186/1758-2946-1-2

MC has a mobile app which aggregates & delivers content from 100s of news sources in multiple categories

MC Science News App

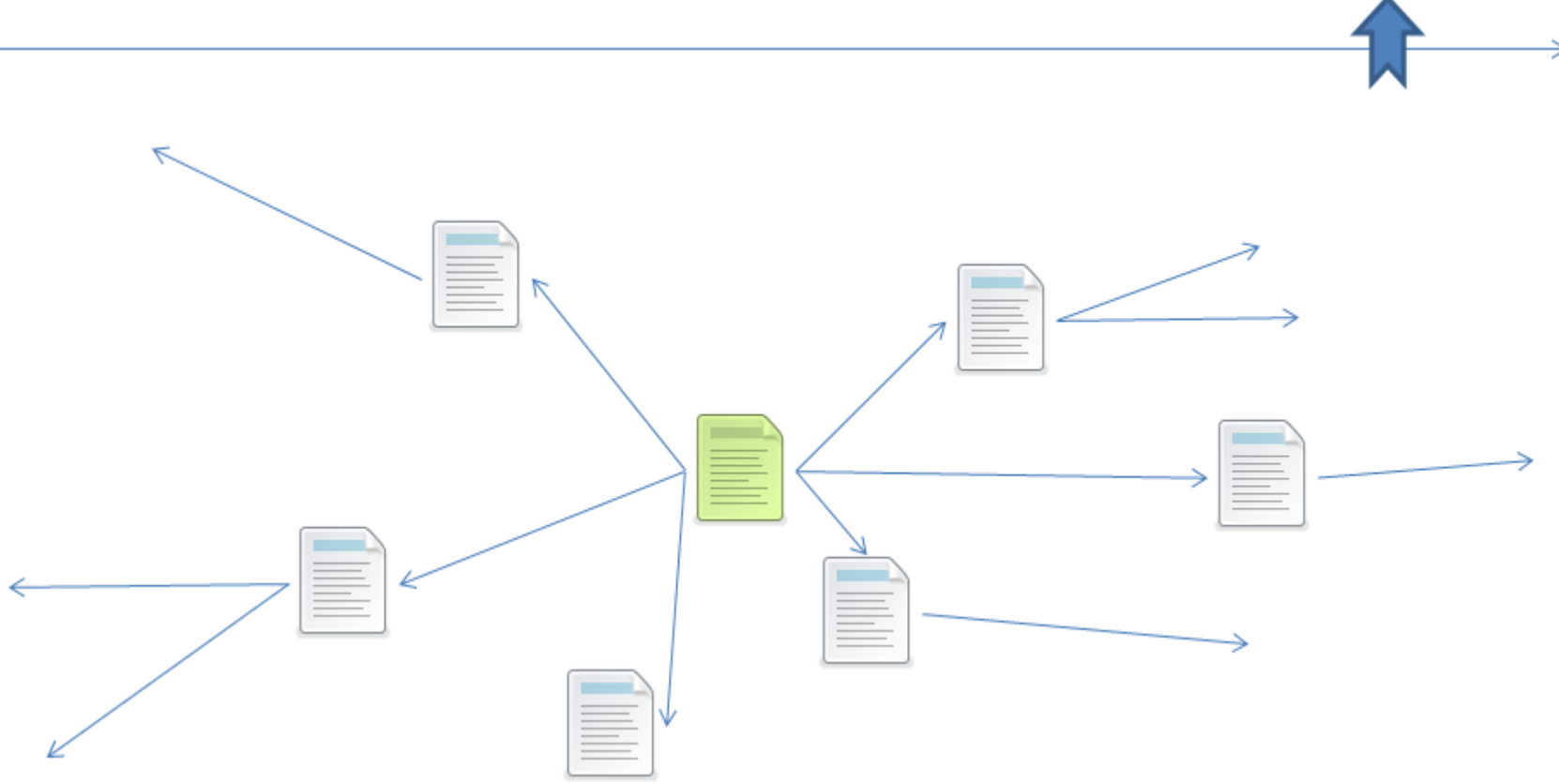
- ✓ **Content aggregated from 100s of news sources**
- ✓ **Multiple Categories**
- ✓ **Ontology to automate news categorization**
- ✓ **Multimedia with articles**
- ✓ **Rich graphics & chemical structures**
- ✓ **Multiple share article options**



MC CiteMap App

1900

2012



Trend - Augmented Reality

Over 2.5 billion Mobile Augmented Reality Apps to be installed per annum by 2017 *Source - Juniper research*



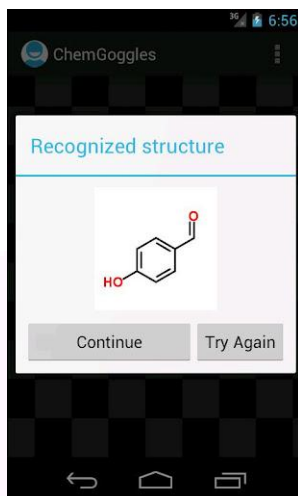
MC has a mobile app which displays digital content on holding a smartphone in front of the printed content

MC Augment Print App

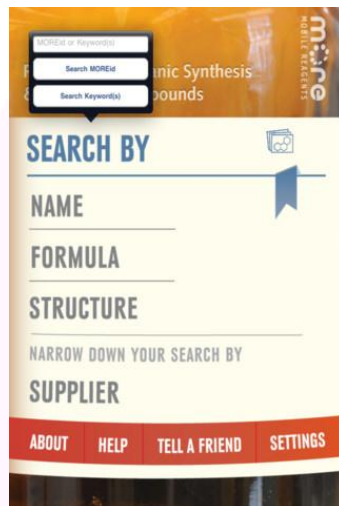


✓ Journals, books, brochures

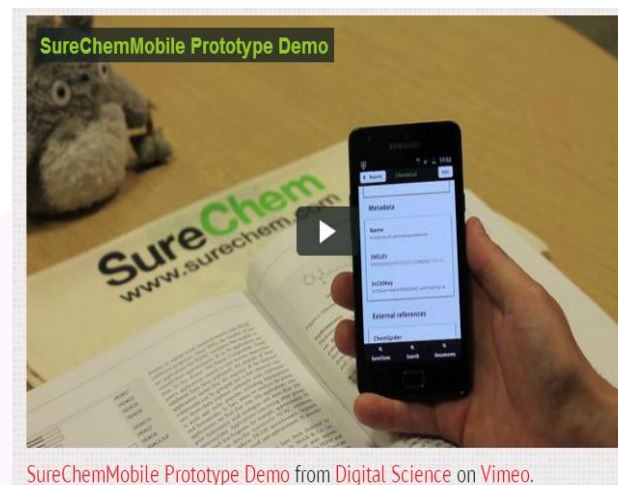
Trend - Optical Structure Recognition



ChemGoggles
(RSC)



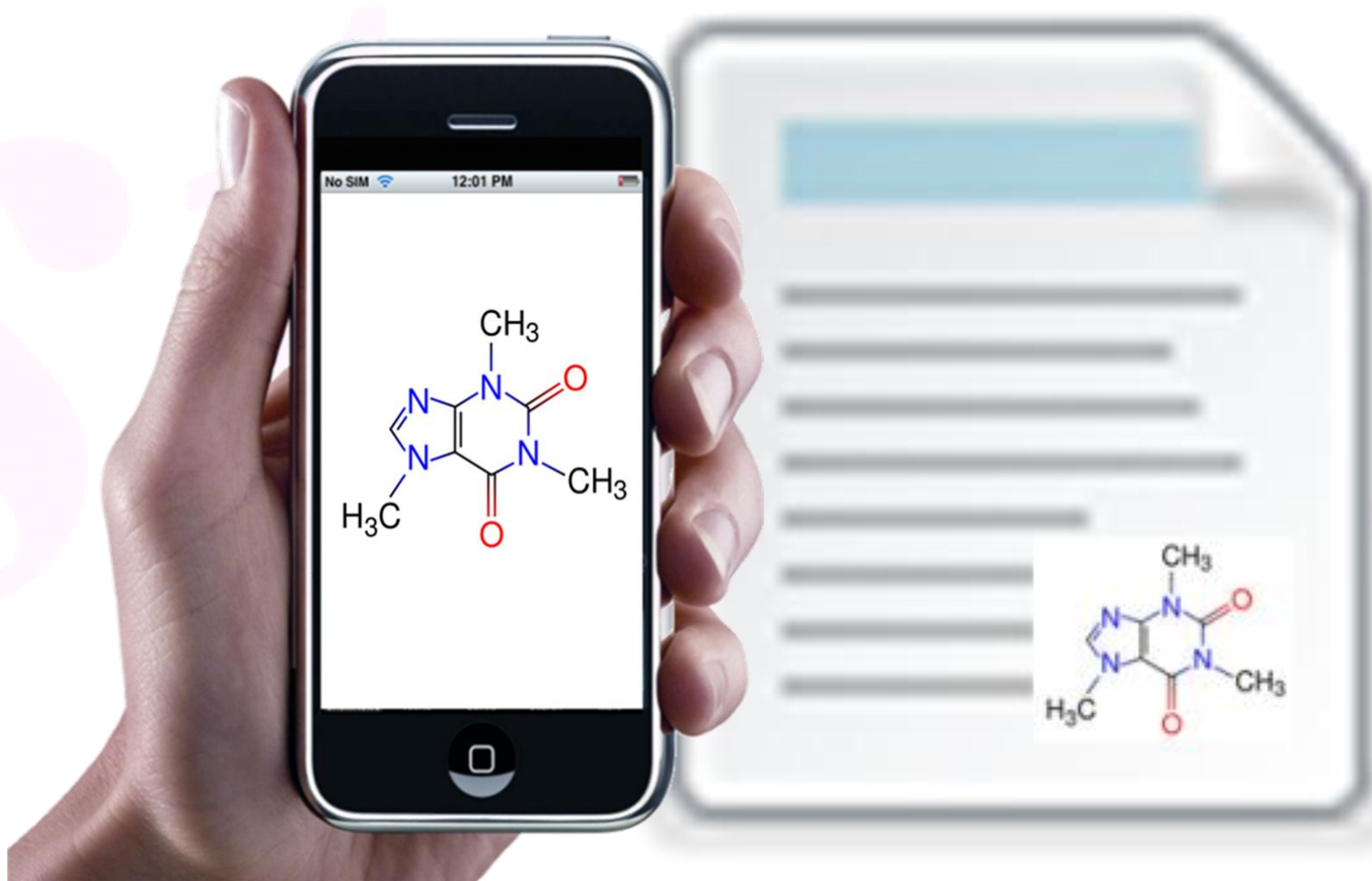
Mobile Reagents
(Eidogen-Sertanty)



SureChem Mobile
(SureChem)

Molecular Connections has a mobile app to recognize chemical structures in images.

MC Optical Structure Recognition App



Trend - Use of APIs



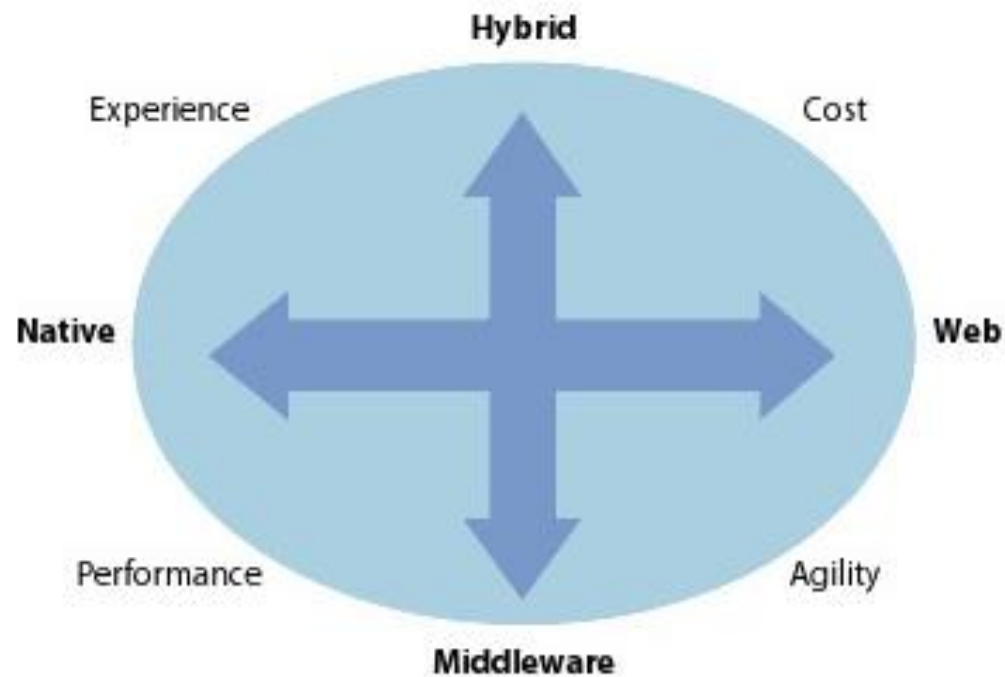
The AskXtractor SearchAssist application provides auto-complete options for a user's search query leveraging MC's proprietary knowledgebase



Journal Trends enables interactive visualization of trends in Elsevier journals related to keyword search by a user

These MC web apps are available via SciVerse Application Gallery

App Development Choices

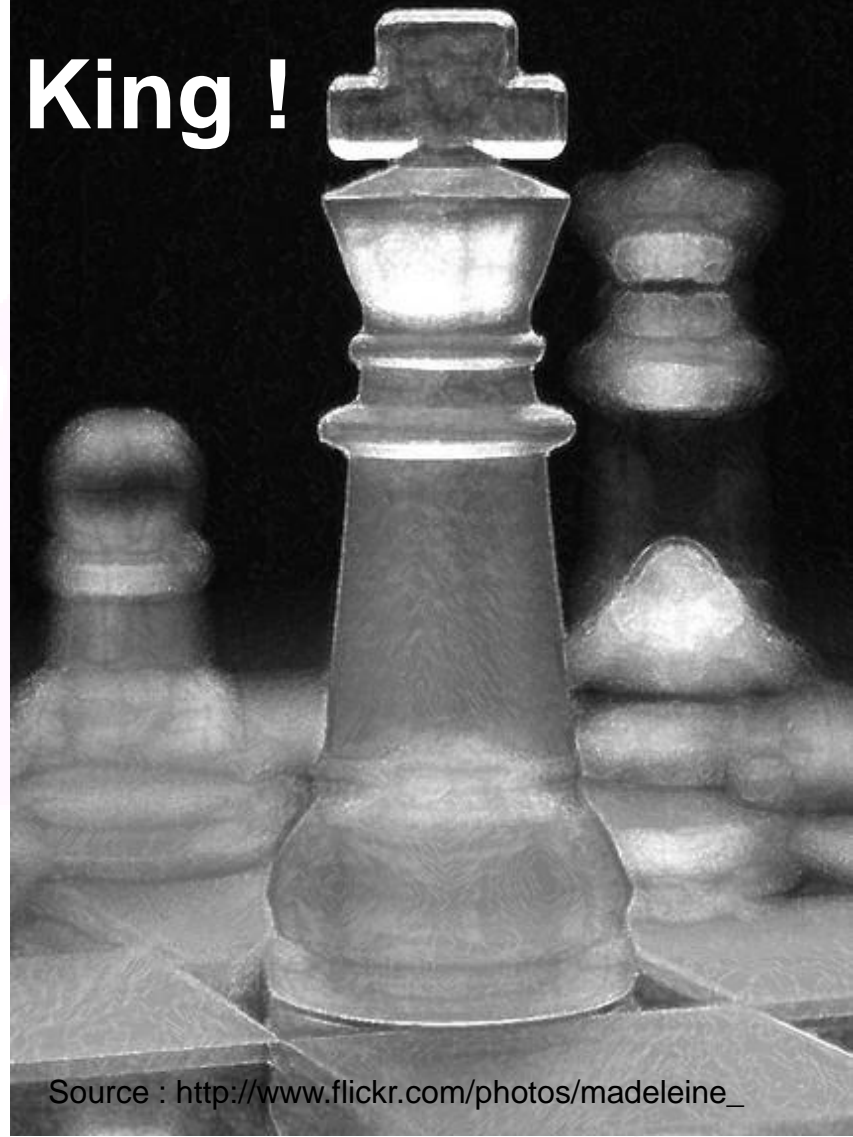


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Source: Forrester Research, Inc.

<http://www.readwriteweb.com>

Content is Still the King !



Source : http://www.flickr.com/photos/madeleine_

stm

Chemical Information Generation



- ✓ PDF, XML, free text
- ✓ Journals, books, patents

Indexing

Semantic Tagging

Ontology Development



Chemical Knowledgebase

Value Proposition

R & D PARTNERS

- New product development
- Enhancing speed to market

PROTOTYPE DEVELOPMENT

- Content aggregation & enrichment
- Interactive visualization & analytics
- Mobile Apps, web apps, responsive designs
- Augment print
- Mashup APIs

CONTENT DEVELOPMENT

- Excerption
- Abstraction
- Structure and Reaction drawing etc.
- Ontology development
- Semantic tagging

INNOVATION

TECHNOLOGY

CONTENT



Time's Up!



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