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## **Elsevier and the Society of Economic Geologists Deliver 107 Years' Worth of Scientific Maps through Geofacets**

*New collaboration will create unmatched resource for geoscientists in metals and mineral exploration by January 2013*

**New York, September 20, 2012** -- [Elsevier](#), a world-leading provider of scientific, medical and technical information products and services, today announced that its collaboration with the [Society of Economic Geologists](#) (SEG) to incorporate thousands of maps from SEG's leading journal, *Economic Geology*, into [Geofacets](#), Elsevier's premier research tool for geoscientists working in exploration for the metals, mining, and oil and gas industries.

The move underlines Elsevier's continued drive to accelerate geoscientists' discovery of hard-to-find scientific maps through Geofacets, supporting confident decision-making in a high-risk exploration environment. This collaboration particularly boosts Geofacets' ability to support metals and mineral exploration, given SEG's well-established footing in the industry. By January 2013 the joint venture will add a further 14,800+ maps collated over the past 107 years from *Economic Geology* into Geofacets, bringing the total maps within the research tool to more than 240,000.

"A significant part of SEG's mission is to disseminate geological information and aid those working in exploration, mineral resource appraisal, mining and metal extraction," said Brian Hoal, Executive Director at SEG. "Collaborating with Elsevier to make our maps and information much easier to discover, and therefore easier to apply to their work, will help geoscientists combat specific industry challenges such as low drilling success rates and the increasing difficulty in finding new orebodies."

"We see and hear excitement from our users in the metals and mining industry every time we mention the upcoming integration of SEG content into Geofacets," said Phoebe McMellon, Senior Product Manager Geofacets at Elsevier. "By incorporating the unique content of such a renowned society as SEG, we are able to help Geofacets users discover critical, niche content that could otherwise remain buried in volumes and centuries' worth of publications."

Attendees of [XVI Peruvian Geological Congress & SEG 2012 Conference](#) in Peru from the 23<sup>rd</sup> – 26<sup>th</sup> of September 2012 will be able to preview Geofacets at exhibit booth No. 64. This conference is being held jointly with the Geological Society of Peru, and brings together members of the industry to share scientific and technical knowledge.

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### **About Geofacets**

[Geofacets](#) is an innovative research tool for geoscientists that offers map-based search and access to over 225,000 geological maps from Elsevier and its content partners. With all maps downloadable and 148,000 georeferenced, it integrates with GIS and other presentation software. Developed to complement the way geoscientists work, Geofacets is used by leading companies around the world for exploration research projects such as regional studies for new ventures, land lease opportunity evaluations, prospect and play ranking, and more.

### **About the Society of Economic Geologists**

The [Society of Economic Geologists](#) (SEG) is the leading organization dedicated to advancing science and discovery in the field of economic geology. The Society's nearly 7,000 members are based in over 100 countries and include representatives from industry, academia, non-profit, and

government institutions. SEG has close ties with two independent corporations, SEG Foundation and SEG Canada Foundation, that fund educational geoscientific programs endorsed by the Society. Publications, conferences, short courses, and field trips ensure active communication of economic geology-related concepts within the membership and with the economic geology profession at large. For more information, visit [www.segweb.org](http://www.segweb.org).

### **About Elsevier**

Elsevier is a world-leading provider of scientific, technical and medical information products and services. The company works in partnership with the global science and health communities to publish more than 2,000 journals, including *The Lancet* and *Cell*, and close to 20,000 book titles, including major reference works from Mosby and Saunders. Elsevier's online solutions include [ScienceDirect](#), [Scopus](#), [Reaxys](#), [ClinicalKey](#) and [Mosby's Nursing Suite](#), which enhance the productivity of science and health professionals, and the [SciVal suite](#) and [MEDai's Pinpoint Review](#), which help research and health care institutions deliver better outcomes more cost-effectively.

A global business headquartered in Amsterdam, [Elsevier](#) employs 7,000 people worldwide. The company is part of [Reed Elsevier Group PLC](#), a world-leading publisher and information provider, which is jointly owned by Reed Elsevier PLC and Reed Elsevier NV. The ticker symbols are REN (Euronext Amsterdam), REL (London Stock Exchange), RUK and ENL (New York Stock Exchange).

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