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Syndetics Starter Information

Syndetic Solutions

- Syndetic Solutions enriches library catalogs with value-added content, making the library’s OPAC and holdings more attractive and user-friendly. The preferred URL to request Syndetics content is http://www.syndetics.com

Syndetics' URL Description

- This describes the URL structure used to generate customer-specific links to the catalog enrichment content on Syndetics’ servers. The URL includes four variables: (1) the item’s ISBN, (2) the filename of the data element being requested, (3) the library’s identification code, (4) the code for the desired display type or format. It may also optionally contain an additional display variable as described below.

Base URL Format: (These URL strings have no actual line-breaks or spaces).

Syntax:


Example:


Example including the pop-up window option:


Optional Syndetics URL string Format to Include UPC and OCLC for Video and Music content: Necessary for customers not using Syndetics Plus

Syntax:


Example:


This URL string can contain any combination of ISBN, UPC, or OCLC number. Any of the three parameters can be left blank if no values are available in the MARC record.

This URL can also be used to retrieve content for books although only the ISBN will be matched. The lookup sequence is UPC first, then ISBN and then OCLC but must subscribe to AV.
For Innovative libraries ONLY:

Innovative libraries with WebBridge subscribing to content for music and video should enable ENH_IMAGE and add these two additional strings at the end of the URL: (&upc=#@UPC#&oclc=#@OCLC#).

Sample URL:


UK Video uses EAN in the ISBN field for lookup

Filename Descriptions

<table>
<thead>
<tr>
<th>Data Elements</th>
<th>Filename:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Index (or Menu) page</td>
<td>INDEX.HTML or INDEX.XML</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>TOC.HTML, TOC.XML</td>
</tr>
<tr>
<td>Fiction/Title Profile</td>
<td>FICTION.HTML or FICTION.XML</td>
</tr>
<tr>
<td>Fiction Search (Find Similar Titles)</td>
<td>FFICITION.HTML (See below)</td>
</tr>
<tr>
<td>Series (Fiction only)</td>
<td>SERIES1.HTML or SERIES1.XML</td>
</tr>
<tr>
<td>Series 1</td>
<td>SERIES1.HTML or SERIES1.XML</td>
</tr>
<tr>
<td>Series 2</td>
<td>SERIES2.HTML or SERIES2.XML</td>
</tr>
<tr>
<td>Series 3</td>
<td>SERIES3.HTML or SERIES3.XML</td>
</tr>
<tr>
<td>Awards</td>
<td>AWARDS.HTML or AWARDS.XML</td>
</tr>
<tr>
<td>Summary / Annotation</td>
<td>SUMMARY.HTML or SUMMARY.XML</td>
</tr>
<tr>
<td>Voya</td>
<td>VOREVIEW.HTML OR VOREVIEW.XML</td>
</tr>
<tr>
<td>Quill &amp; Quire Reviews</td>
<td>QOREVIEW.HTML OR QQREVIEW.XML</td>
</tr>
<tr>
<td>German-Language Summary</td>
<td>GMSUMMARY.HTML or GMSUMMARY.XML</td>
</tr>
<tr>
<td>Spanish-Language Summary</td>
<td>SPSUMMARY.HTML or SPSUMMARY.XML</td>
</tr>
<tr>
<td>Spanish-Language Review</td>
<td>SPREVIEW.HTML or SPREVIEW.XML</td>
</tr>
<tr>
<td>Spanish-Language TOC</td>
<td>SPTOC.HTML or SPTOC.XML</td>
</tr>
<tr>
<td>Swedish-Language Summary</td>
<td>SWEDSUMMARY.HTML or SWEDSUMMARY.XML</td>
</tr>
<tr>
<td>Swedish-Language Review</td>
<td>SWEDREVIEW.HTML or SWEDREVIEW.XML</td>
</tr>
<tr>
<td>Swedish Language A/V Review</td>
<td>SWAVREVIEW.HTML or SWAVREVIEW.XML</td>
</tr>
<tr>
<td>Swedish Language A/V Summary</td>
<td>SWAVSUMMARY.HTML or SWAVSUMMARY.XML</td>
</tr>
</tbody>
</table>

NOTE: Swedish data is only available to Swedish customers.
HTML

**type=rw12** - Displays the desired HTML page within a self-focusing, pop-up window. This window opens on top of the catalog display and requires closing in order to return to the catalog. This is used to request the index (or menu) page containing a list of all available data elements for that specific ISBN and that match the customer’s subscription profile. The listed items are linked by the same basic URL that, when activated, displays the selected element in a new pop-up window on top of the menu window.
**type=rn12** - Displays HTML indexes in the same browser window. It is used to request HTML index (or menu) pages for applications using frames. The links contained in the index page use this same “type” to retrieve individual data elements that are then displayed in the window.

*Example including the pop-up window option:*

```
&type=rn12 – Displays index page in the same browser window with back button.

&type=rn12&close=yes – Forces a close button

&type=rn12&close=yes&popup=yes – opens the index page in a popup. The same popup is recycled for the rest of the content.

&type=rw12&popup=yes - Displays index page in a popup window with close button. Each additional elements opens in a second popup.
```

**XML**

**type=xw10** - Returns a composite XML document containing all of the available text elements for a given ISBN that match the customer’s subscription profile. *Filename is XML.XML*

**type=xw12** - Returns an index.xml document listing the available data elements for the specific ISBN that match the customer’s profile. This code type can also be used to request an individual XML document such as SUMMARY.XML or TOC.XML.

**Cover Images**

Each of the above codes except for **xw10** can also be used to retrieve cover images.

*Example:*

**Note** - Each of the above codes will generate a display stating "Additional Information Is Currently Unavailable For This Title" when the requested data does not exist. When no small or medium cover image exists, a "blank" gif file (one
pixel) is returned for that ISBN. (A library may submit a "stand-in" image of its own choosing or design to replace the "blank" gif.)

Close and Print Buttons

Close buttons, Back buttons, or Print buttons can be placed on the HTML pages and large cover image display. These are driven by the customer profile settings within Syndetics’ customer table. They can be added upon request for any customer at any time.

Customer (Client) Codes

Client codes are assigned by Syndetics and are used to control which data elements should be included on the library’s index.html or index.xml page. This code references the customer’s profile, specifying the content elements subscribed to by the library and any desired options, such as a print function or close button added to the HTML pages.

Special Features

Fiction Search or “Find Similar Titles”

This HTML document is the same as the Fiction Profile except that it allows the user to check any combination of headings on the page and submit a search for other titles containing those headings. The query returns a new HTML document with the title list in one frame and the ability to display information about titles in the list or to check the library’s holdings.


When Syndetics sets up the customer account, we will determine the local title search string and add it to the customer’s profile. This will be used to search the local catalog for holdings for each of the titles on the list.

Because this option is not yet available as an XML document, the INDEX.XML will list this element as <FFICTION>FFICTION.HTML</FFICTION>. This will enable XML applications to place a link to the HTML pages if desired.

Series

If a title has an associated series record, the series link will appear on the INDEX.HTML page. If the title is associated with more than one series, they will be listed as Series 1, Series 2, and possibly Series 3. The URL format for these series links:


The URL returns a new HTML document with a list of titles within the series in the reading order. Clicking on a title will bring the Fiction Profile up in a second frame. Clicking on the “Check Holdings” link will initiate a title search and display the holdings information from the local catalog in the second frame.

Because this option is not yet available as an XML document, the INDEX.XML will list this element as <SERIES1>SERIES1.HTML</SERIES1>. (Or SERIES2 or
SERIES3 if multiple series records are available.) This will enable XML applications to place a link to the HTML page if desired.

Awards

If a title has an associated awards record, the awards link will appear on the INDEX.HTML page. The URL format for the awards link:


The URL returns a new HTML document with a list of awards won by the title or for which it was nominated. Clicking on an award name will return a list of additional titles that either won or were nominated for the award. Clicking on a title within the list will initiate a title search and display holdings information from the local catalog in a second frame.

Because this option is also not yet available as an XML document, the INDEX.XML will list this element as <AWARDS>AWARDS.HTML</AWARDS>. This will enable XML applications to place a link to the HTML page if desired.

Please refer any questions or comments regarding these functions to techsupport@bowker.com

List of Elements Offered:

- **Cover Images** - Syndetics offers more than 9 million full-cover images for books, videos/DVDs and music CDs. This element adds value to the library’s catalog by making its overall appearance more appealing and offers patrons instant title recognition. Each cover image is available in three sizes: thumbnail/small, medium and large. Cover images can be used by the library anywhere in their catalog or websites, but are most often found on search results screen, title detail screen, html popup window.

- **Summaries** - Syndetics offers over 9 million summaries covering fiction and non-fiction, and both trade and scholarly titles, as well as video and music. This element adds value to the library’s catalog by offering a brief description of the title to people who are searching or browsing the catalog.

- **Excerpts and First Chapters** - First chapters, supplied by leading publishers, are available for almost 300,000 fiction and non-fiction titles. Helps readers get an idea of the writing style.

- **Reviews** – More than 2.8 million full-text reviews are available from all of the important library review sources such as Library Journal, School Library Journal, Publishers Weekly, Criticas, Booklist, Choice, The Horn Book, and Kirkus Reviews. Helps readers find out what others have thought of the book.

- **Tables of Contents** - Syndetics offers complete tables of contents for over 1 million ISBNs. Helps readers get a more detailed idea of what’s really in the book.
Awards - Syndetics offers award data for over 160,000 titles on more than 450 of the industry's leading awards. Also searchable (i.e. you can find other books that have won or been nominated for the same award and then find out if your library has it).

Author Notes - Covering both fiction and non-fiction, Syndetics offers more than 1.4 million short biographies and author notes.

Series - If a title in the library's catalog is part of a series, the series title will appear in the search results, which will link to a listing of the additional titles in that series, listed in reading order. This information can be hard to come by, so it's valuable for a library to be able to easily find a series listed in order. Bowker supplies Series Information for over 80,000 Series. For some series, plot chronology order (when different than pub date order), is available. Also searchable (see Awards).

Fiction and Biography Profiles – Over 1 million fiction, biography, autobiography and memoirs are profiled to identify the key characteristics that outline and define an individual literary work. This feature gives readers more information about the book and provides the data that Find Similar Titles (see below) works off of. You can have Fiction and Biography Profiles without Find Similar Titles, but not Find Similar Titles without Fiction and Biography Profiles.

- Fiction profiles include:
  - Genres and sub-genres
  - Topics
  - Main characters and character traits
  - Geographic and non-geographic settings
  - Time periods

- Biography, autobiography and memoir profiles include:
  - Sub-genres
  - Biographee's name and background, occupation, achievements
  - Topical references
  - Time period
  - Geographical references

Find Similar Titles - “Find Similar Titles” is a function that allows the user to click on any combination of headings or descriptors within a Fiction or Biography Profile and retrieve a list of titles with those same attributes. The user can then look at any title on the results list and also view the shelf status within the library. This element allows the library to put readers’ advisory functionality right into their catalog.
Video and Music Content and Video and Music Profiles - Syndetics offers a wealth of descriptive information for more than 4 million video and music titles today through two distinct elements:

- **Video & Music Content** - This element includes cover images and summaries for videos and CDs. Summaries for music CDs include track listings, where available. Content is from Rovi and Midwest Tape. This element helps libraries highlight some of the most popular items in their collections with data that has previously been unavailable as catalog enrichment.

- **Video and Music Profiles** - include information such as, release dates, genres, keywords, themes, similar artists/movies

  - **Spanish** - The Spanish element includes Spanish Annotations (Anotación), Spanish Review Extracts (Reseña) and Spanish TOCs (Índice de Materias). This element gives Spanish-speaking patrons information about titles in their native language.

  - **German** – Cover images and summaries for German titles (and translations) in German.

  - **Italian** – Cover images and summaries for Italian titles in Italian.
    - **DVD**: Summaries and Cover Images

  - **Swedish** – Cover images, summaries, reviews, and TOCs for titles published in the Swedish market.
    - **Audio/ Video**: Summaries, Cover Images and Reviews

  - **English** – English Book Data: Summaries, TOCs and Cover Images
    - **Video**: Summaries and Cover Images

**Syndetics Plus**

Syndetics Plus seamlessly integrates content directly onto your online catalog using standard HTML code with little or no backend/ILS-specific integration.

- Syndetics Plus is intended for the **title view** page only. Please use the traditional Syndetics setup implementation for your **search results** pages.
- In order for Syndetics Plus to work, there must be an identifier (ISBN, UPC) listed anywhere on the title view page. If more than one identifier is listed, only the first one found on the page (from top to bottom) is used for content retrieval.

There are two main steps:

1. **Enabling Syndetics Plus (JavaScript Connector)**

Configure your OPAC so that the following script is part of the HTML code behind the title view page. The script can be anywhere on your page (i.e. head or body of the
OPAC’s HTML source code) Your page must contain an ISBN for Syndetics Plus to work properly.

*Important: Remember to replace the word “clientcode” with your Syndetics client code. (These strings have no actual line-breaks)*

```html
<noscript>This page contains enriched content visible when JavaScript is enabled.</noscript>

If you are loading your Syndetics content over HTTPS, please try the following:

```html
<script src="http://secure.syndetics.com/widget.php?id=clientcode" type="text/javascript"></script>
<noscript>This page contains enriched content visible when JavaScript is enabled.</noscript>
```

**Script Parameters**

The script src URI supports the following query parameters:

- **id**: (required) parameter that must contain your Syndetics client ID. All Syndetics customers are given a unique identifier.
- **isbn**: (optional) parameter containing the ISBN number of the title to provide widgets for. This parameter is not required because Syndetics Plus will automatically find the ISBN on your page if no identifier parameters are provided.
- **upc**: (optional) parameter containing the UPC number of the title to provide widgets for. This parameter is not required because Syndetics Plus will automatically find the UPC on your page if no identifier parameters are provided.
- **oclc**: (optional) parameter containing the OCLC number of the title to provide widgets for. Syndetics Plus is currently unable to automatically find an OCLC number on your page (only ISBN and UPC). If an OCLC number is the only available identifier for a title, then it must be provided with this identifier parameter.
- **css**: (optional) parameter that can contain a URI referencing an external CSS style sheet that will be automatically loaded. Syndetics Plus widgets are styled using cascading style sheets. CSS can be present in your site's style sheets, or can be dynamically loaded, using this parameter, from an external style sheet. For your
convenience, Syndetics Plus currently offers the following style sheets which you are free to use:
  o Default: http://plus.syndetics.com/css/widget/default.css

• **callback:** (optional) parameter that can contain a user defined JavaScript callback function name that will be executed after Syndetics Plus has returned widget data. This callback function is currently executed with zero parameters.

• **isbn_uri:** (optional) parameter that contains a URI template used to link to items in your catalog. Some Syndetics Plus widgets can construct links that will send users to other resources within your catalog, such as the Searchable Book Profile widget. For this to work, the URI template provided should be the URI to link to a particular item in your catalog based on its **ISBN**, with "MAGICNUMBER" where the actual **ISBN** would go.
  o Example:
  o The isbn_uri parameter provided to Syndetics Plus should be (please note that the isbn_uri parameter has been escaped since it contains a URI that is being passed as a query parameter):
    http%3A%2F%2Fseo.bowker.com%2Fproduct%2Fisbn%2FMAGICNUMBER

2. **Adding content to your title view page (Widget Tags)**

Now, simply place widget tags where you want the Syndetics content to appear on the title view page. For example, the following widget tag displays the summary for *the first* identifier listed on the page.

<div id="syn_summary"></div>

*The summary appears on the OPAC in the same location where the tag is entered in the HTML code.*
## Widget Tags

The following widget tags are available for content retrieval. The library can use all or just the ones purchased.

<table>
<thead>
<tr>
<th>Widget Tag</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;div id=&quot;syn_anotes&quot;&gt;&lt;/div&gt;</td>
<td>Author Notes</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_awards&quot;&gt;&lt;/div&gt;</td>
<td>Awards</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_breview&quot;&gt;&lt;/div&gt;</td>
<td>Book List Review</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_abreview&quot;&gt;&lt;/div&gt;</td>
<td>Bookseller+Publisher Review</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_chreview&quot;&gt;&lt;/div&gt;</td>
<td>Choice Review</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_criticascreview&quot;&gt;&lt;/div&gt;</td>
<td>Criticas Review</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_dbchapter&quot;&gt;&lt;/div&gt;</td>
<td>First Chapters / Excerpts</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_gmssummary&quot;&gt;&lt;/div&gt;</td>
<td>German Summary / Anmerkungen</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_hbreview&quot;&gt;&lt;/div&gt;</td>
<td>Horn Book Review</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_itasummary&quot;&gt;&lt;/div&gt;</td>
<td>Italian Summary / Riassunto Breve</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_kireview&quot;&gt;&lt;/div&gt;</td>
<td>Kirkus Review</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_ljreview&quot;&gt;&lt;/div&gt;</td>
<td>Library Journal Review</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_nyreview&quot;&gt;&lt;/div&gt;</td>
<td>New York Times Review</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_pwreview&quot;&gt;&lt;/div&gt;</td>
<td>Publishers Weekly Review</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_sljreview&quot;&gt;&lt;/div&gt;</td>
<td>School Library Journal Review</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_series&quot;&gt;&lt;/div&gt;</td>
<td>Series</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_spreview&quot;&gt;&lt;/div&gt;</td>
<td>Spanish Review / Reseña</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_spsummary&quot;&gt;&lt;/div&gt;</td>
<td>Spanish Summary / Resumen</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_summary&quot;&gt;&lt;/div&gt;</td>
<td>Summary</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_svedreview&quot;&gt;&lt;/div&gt;</td>
<td>Swedish Review / Recension</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_swedsummary&quot;&gt;&lt;/div&gt;</td>
<td>Swedish Summary / Innehållsbeskrivning</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_swevtoc&quot;&gt;&lt;/div&gt;</td>
<td>Swedish TOC / Innehållsförteckning</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_toc&quot;&gt;&lt;/div&gt;</td>
<td>Table of Contents</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_fiction&quot;&gt;&lt;/div&gt;</td>
<td>Title / Fiction Profile</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_fiction_search&quot;&gt;&lt;/div&gt;</td>
<td>Title / Fiction Profile (Searchable)</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_avprofile&quot;&gt;&lt;/div&gt;</td>
<td>Video &amp; Music Profile</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_avsummary&quot;&gt;&lt;/div&gt;</td>
<td>Video &amp; Music Summary</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_sptoc&quot;&gt;&lt;/div&gt;</td>
<td>Spanish Table of Contents</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_spreview&quot;&gt;&lt;/div&gt;</td>
<td>Spanish Reviews</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_spsummary&quot;&gt;&lt;/div&gt;</td>
<td>Spanish Summary</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_swevtoc&quot;&gt;&lt;/div&gt;</td>
<td>Swedish Table of Content</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_svedreview&quot;&gt;&lt;/div&gt;</td>
<td>Swedish Review</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_swedsummary&quot;&gt;&lt;/div&gt;</td>
<td>Swedish Summary</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_guardianreview&quot;&gt;&lt;/div&gt;</td>
<td>Guardian (UK) Review</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_itadvdsummary&quot;&gt;&lt;/div&gt;</td>
<td>Italian DVD Summary</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_swavsummary&quot;&gt;&lt;/div&gt;</td>
<td>Swedish AV Summary</td>
</tr>
<tr>
<td>&lt;div id=&quot;syn_swavreview&quot;&gt;&lt;/div&gt;</td>
<td>Swedish AV Review</td>
</tr>
</tbody>
</table>
Content is returned if all of the following conditions are met:

A. There is an identifier present on the page.
B. Content is available for the identifier being requested.
C. The customer subscribes to the specific content being requested.

When a page with Syndetics Plus content is loaded, a paragraph of approximately 600 characters is displayed per content returned. Use the “read more” link in order to view the full summary or review.

**Image Widget Tags**

Book jackets can also be placed anywhere on the title view page as with the rest of the content. Please use one of the following widget tags in order to display a book jacket:

<table>
<thead>
<tr>
<th>Widget Tag</th>
<th>Book Jacket</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;div id=&quot;syn_sc&quot;&gt;&lt;/div&gt;</code></td>
<td>Small Cover</td>
</tr>
<tr>
<td><code>&lt;div id=&quot;syn_me&quot;&gt;&lt;/div&gt;</code></td>
<td>Medium Cover</td>
</tr>
<tr>
<td><code>&lt;div id=&quot;syn_lc&quot;&gt;&lt;/div&gt;</code></td>
<td>Large Cover</td>
</tr>
</tbody>
</table>

**Widget Links (optional)**

Every widget (except book jacket widgets) contains a link that makes it easier to navigate to the Syndetics content on the page. When they appear they indicate that there is content that can be linked to, that may not be immediately visible because it displays towards the bottom of the page. The widget links can also be used as a quick way of seeing what specific content is available for a given title.

<table>
<thead>
<tr>
<th>Widget Links</th>
<th>Link Name</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;div id=&quot;syn_anotes_link&quot;&gt;&lt;/div&gt;</code></td>
<td>Author Notes</td>
</tr>
<tr>
<td><code>&lt;div id=&quot;syn_awards_link&quot;&gt;&lt;/div&gt;</code></td>
<td>Awards</td>
</tr>
<tr>
<td><code>&lt;div id=&quot;syn_blreview_link&quot;&gt;&lt;/div&gt;</code></td>
<td>Book List Review</td>
</tr>
<tr>
<td><code>&lt;div id=&quot;syn_abreview_link&quot;&gt;&lt;/div&gt;</code></td>
<td>Bookseller+Publisher Review</td>
</tr>
<tr>
<td><code>&lt;div id=&quot;syn_chreview_link&quot;&gt;&lt;/div&gt;</code></td>
<td>Choice Review</td>
</tr>
<tr>
<td><code>&lt;div id=&quot;syn_criticasreview_link&quot;&gt;&lt;/div&gt;</code></td>
<td>Criticas Review</td>
</tr>
<tr>
<td><code>&lt;div id=&quot;syn_dbchapter_link&quot;&gt;&lt;/div&gt;</code></td>
<td>First Chapters / Excerpts</td>
</tr>
<tr>
<td><code>&lt;div id=&quot;syn_gmsummary_link&quot;&gt;&lt;/div&gt;</code></td>
<td>German Summary / Anmerkungen</td>
</tr>
<tr>
<td><code>&lt;div id=&quot;syn_gdnreview_link&quot;&gt;&lt;/div&gt;</code></td>
<td>Guardian UK Review</td>
</tr>
<tr>
<td><code>&lt;div id=&quot;syn_hbreview_link&quot;&gt;&lt;/div&gt;</code></td>
<td>Horn Book Review</td>
</tr>
</tbody>
</table>
Cascading Style Sheets – CSS (optional)

Syndetics Plus supports CSS for better look & feel. It can be used to match the library’s website colors and style. The style sheets are defined as a parameter in the JavaScript connector (see example below). *(These strings have no actual line-breaks)*

```html

<noscript>This page contains enriched content visible when JavaScript is enabled.</noscript>
```

This example uses the default Syndetics Plus CSS which is free to use. The library can use their own or download & modify the default one in order to match its style.

Additional Script Parameters (optional)

**isbn=** : (optional) parameter containing the ISBN number of the title to provide widgets for. This parameter is not required because Syndetics Plus will automatically find the ISBN on your page if no identifier parameters are provided.
upc= : (optional) parameter containing the UPC number of the title to provide widgets for. This parameter is not required because Syndetics Plus will automatically find the UPC on your page if no identifier parameters are provided.

oclc= : (optional) parameter containing the OCLC number of the title to provide widgets for. Syndetics Plus is currently unable to automatically find an OCLC number on your page (only ISBN and UPC). If an OCLC number is the only available identifier for a title, then it must be provided with this identifier parameter.

(Script parameters are added to the JavaScript connector after the client code and separated by an ampersand - &).

Widget Enhancements

The following list contains all the widget enhancements that are currently offered. For each of the listed widget enhancements, these terms have the following meaning:

- **ID Attribute:** Represents the ID attribute that should be added to a HTML tag to enable that widget's content to display in your page. For example, to add a first chapter you would add the following HTML tag to your page:

  \[
  \text{<div id="syn_dbchapter">}</div>
  \]

- **Linkable Attribute:** Almost all widgets contain anchors so they can be linked to from elsewhere on your page. However, since content is not always available for all titles, linkable attributes were created to allow our customers to conditionally add hyperlinks when a widget contains content. A linkable attribute is essentially another widget that will place a hyperlink in your page that links to it's corresponding widget. For example to conditionally add a hyperlink that links to the first chapter widget when there is first chapter data available, you would add the following HTML tag to your page:

  \[
  \text{<div id="syn_dbchapter_link">}</div>
  \]

- **Sample ISBNs:** ISBNs that contain content for the corresponding widget.

- **BMS Field:** Syndetics Plus sits on top of another Bowker web service called BMS. This represents the BMS field that was used to pull content for the corresponding widget.

- **Description:** English description of the content the widget contains.
Searchable Book Profiles

Searchable Book Profiles are an extension of Fiction Profiles, and can only be used with Syndetics Plus. A Fiction Profile contains items that are deemed important to the story, such as characters, genre, setting, occupation, attributes, topics or time periods. The “tags” are developed by a Profiler. Please see example below:

Characters
Name: Waterhouse, Lawrence
Gender: Male
Occupation: Cryptanalyst;

Name: Shaftoe, Bobby
Gender: Male
Occupation: Marine;
Attributes: Drug addict; Specialist in cleanup details and dirty jobs;

Name: Waterhouse, Randy
Gender: Male
Occupation: Cryptanalyst;
Attributes: Grandson of Lawrence Waterhouse; computer hacker;

Name: Shaftoe, Amy
Gender: Female
Attributes: Granddaughter of Bobby Shaftoe;

Genre
Thriller; Techno-thriller; Cyber-thriller; Spy; Corporate intrigue; Historical; Saga;
Fiction;

Topics
Cryptanalysis; World War II; Stolen gold; Conspiracies; Secret societies;

Setting
International;

Time Period
1942; 20th century; World War II; 1990s;

The Searchable Book Profile has the same appearance, but you can now click on any of the “tags”, which are live links, and search for Similar Titles within the library’s OPAC. The major benefit is discoverability. Please see below:

Characters
Name: Waterhouse, Lawrence
Gender: Male
Occupation: Cryptanalyst;

Name: Shaftoe, Bobby
Gender: Male
Occupation: Marine;
Attributes: Drug addict; Specialist in cleanup details and dirty jobs;
Name: Waterhouse, Randy
Gender: Male
Occupation: Cryptanalyst;
Attributes: Grandson of Lawrence Waterhouse; computer hacker;

Name: Shaftoe, Amy
Gender: Female
Attributes: Granddaughter of Bobby Shaftoe;

Genre
Thriller; Techno-thriller; Cyber-thriller; Spy; Corporate intrigue; Historical; Saga; Fiction;

Topics
Cryptanalysis; World War II; Stolen gold; Conspiracies; Secret societies;

Setting
International;

Time Period
1942; 20th century; World War II; 1990s;

The "Searchable Book Profile" widget requires a library's holdings (a list of books the library owns) to be loaded into our database in order for the widget to function. The "Searchable Book Profile" widget limits book profile searches to a library's holdings thus defining the need to store library holdings in our database. Searchable Book Profiles contain the same information as Book Profiles, but makes them searchable so that users can find related titles that share the same book profile tags.

How to send your Library’s holdings
There are three options for sending Bowker your file:


Place the file on ftp.syndetics.com
Username: syndeticstest
Password: Bird2can
Notify Bowker when you have added our files. syndeticcorrections@bowker.com

Please make sure to add in the subject line: Library holdings

Syndetics Compound Image Setup Instructions

The compound image replaces the “more info” button. It consists of a book jacket with a message underneath. The default message reads, “Reviews & More,” with a default light gray background.

The message (or caption) only appears when there is additional content for a particular title. If a title has no book jacket, but does have additional content, the caption takes the place of the book jacket.

The caption and background color can be customized.

In order to setup a compound image, follow these steps:

1. If you are an existing customer and you are using a second link (the more info button) in order to retrieve Syndetics content, please disable it. The compound image is sufficient for retrieving both the covers and the additional content.
2. Add some parameters to Query String of the Syndetics URL. This is the URL for the cover image link.

What is a Query String?
Consider a Syndetics URL:

http://www.syndetics.com/index.aspx?isbn=0002154129/SC.GIF&client=clientcode&showCaptionBelow=t&caption=Click+for+more+info

The part before the "?" is the website address, the part after the "?" is the Query String. In this case there are 4 parameter/value pairs, separated by "&":

isbn=0002154129/SC.GIF
client=clientcode
showCaptionBelow=t
caption=Click+for+more+info (this is a custom caption)

The order of the parameters within the Query String does not matter. What matters is that they be separated by ampersands and that they have a Name, Equal Sign “=” and Value.
There should be no spaces around the "?", "&" or "=". If there are spaces in the Value, replace them with the plus sign "+".

Samples URLs:

These strings have no actual line-breaks or spaces.

Default caption:

Caption with Medium size Cover:

Caption with Custom Message, Medium size Cover, and Background color:

You can also use the RGB value (must be base 10):

In order to find more RGB colors, you can search the internet for “web safe RGB colors.”

With a Small size Cover if your message is longer than 19 characters (20 or more - including spaces), then the default caption is used:

With a Medium size Cover if your message is longer than 49 characters (50 or more - including spaces), then the default caption is used:

SC.GIF (Small Cover)
MC.GIF (Medium Cover)

Trouble Shooting

What should I do when Syndetics Plus matches the wrong Identifier?

Syndetics Plus contains a detection algorithm that enables it to scan a details page and identify with suitable accuracy the ISBN and/or UPCs that are present on the page.
Syndetics Plus uses the matched identifiers that are found on a details page to load enhanced metadata for the specific item the details page is displaying.

The Syndetics Plus detection algorithm has been proven to be very accurate, however it's still possible for Syndetics Plus to return data for the wrong title. When this happens, a client should follow these steps:

1. **Report the mismatch to technical support**
   Please send an email to techsupport@bowker.com with a URI that demonstrates the mismatch. If it takes several steps to display the mismatch, please include those in the email as well. It is important to report the mismatch to technical support because they might be able to make modifications to the detection algorithm to prevent this mismatch from occurring. Please note that it may not be possible to modify the detection algorithm to prevent the mismatch from occurring. If this is the case, don't worry as there is another option, step 2.

2. **Fix it immediately with syn_skipthis**

   The detection algorithm that Syndetics Plus uses can be dynamically altered by clients. Specifically, a client can add markup to their template that instructs Syndetics Plus to skip problematic sections of the page that may be causing the mismatch to occur. To instruct Syndetics Plus to skip a HTML element, simply add the following class attribute to that element:

   ```html
   class="syn_skipthis"
   ```

   The `syn_skipthis` class attribute instructs Syndetics Plus to skip the specific HTML element when trying to find any item identifiers on the page. For example, assume our simplified template looked like this:

   ```html
   <a href="/item/search?isbn=0060889578">Next Item</a>
   <div>Title: Freakonomics</div>
   <div>ISBN: 9780060731328</div>
   ```

   Now assume you noticed that Syndetics Plus was returning data for the ISBN found in the "Next Item" hyperlink (0060889578) instead of 9780060731328. To rectify this, all you would have to do is add the `syn_skipthis` class to the hyperlink markup as follows:

   ```html
   <a class="syn_skipthis" href="/item/search?isbn=0060889578">Next Item</a>
   ```
Syndetics Most Reported FAQs

Q. I am not seeing the data elements I’ve subscribed to?

A. Check your client code within your Syndetics URL to make sure you are not using a different code other than the one that is assigned to you.

Q. Why is it taking so long for my elements to be activated?

A. You are using http://www.syndetics.com, which caches the data for over a week in limelight, to test if the changes took effect. Therefore, if a request is issued before the authentication changes were made, it will appear to have not taken affect for that same ISBN after the changes were replicated, until the cache has expired. You should use a different ISBN or use http://syndetics.com when testing changes such as this.

Q. I need the Syndetics server IPs.

A. If you are using http://syndetics.com....at the beginning of your Syndetics URL, the server IPs are 165.254.62.247 and 165.215.210.43 and if http://www.syndetics.com, please use nslookup from the command prompt to locate the regional IP address of Limelight (a caching service) servicing your area.

C:\>nslookup www.syndetics.com

If you use a firewall that can accept domain names as well (not just IP address) you can allow all traffic from Syndetics domain: syndetics.com or Limelight's domain: llnwd.net.

Q. Do I need to open a specific port for Syndetics?

A. No, Syndetics uses the standard Internet protocols and there is no need to open a special port.

Q. How can I display “no cover image available” for content without cover image?
A. Add this parameter &type=hwwesterkid to your Syndetics URL to display “no cover image available”.