Smithsonian Books

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The Smithsonian Institution to publish Smithsonian Books in Turkey with Ko-Tech and Universal Language Services and Publishing

Washington, DC, USA – Washington D.C. based **Smithsonian Enterprises** (www.smithsonian.com), a unit of the **Smithsonian Institution** (www.si.edu), is engaging the services of management consulting firm Ko-Tech LLC (www.kotech-llc.com), Mclean, Virginia and Universal Language Services and Publishing, located in Istanbul, Turkey (www.universaldil.com/en/default.aspx) to bring **Smithsonian Books** (www.smithsonianbooks.com) titles to the Turkish market. The partnership will result in a number of exceptional Smithsonian books being translated and published in both print and digital format expressly for the Turkish market.

"We are looking forward to working with both Ko-Tech and Universal to introduce our rich collection of books to the voracious readers of Turkey. We hope that students, adults and the entire reading community in Turkey will enjoy our collection covering history, art, culture, anthropology, archaeology, science and technology, aviation and space." says Alan Chu, Senior Vice President, Smithsonian Enterprises.

Koray Kotan, Managing Partner, Ko-Tech expressed "For more than 150 years, the Smithsonian has been guided by its mission of "the increase and diffusion of knowledge", and this powerful tradition will continue in Turkey with the Turkish language editions. Ko-Tech is very excited and privileged to be part of this mission in Turkey."

Universal's Chairman Osman Kaya stated "We are happy and proud to introduce and publish Smithsonian's most treasured books in science, technology, space, aviation, culture and history for the Turkish readers. It is significant for the Turkish public and the world to take advantage of these experiences and services."

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About Smithsonian: The Smithsonian Institution was founded in 1846, with a generous bequest from British scientist James Smithson (1765-1829) to found at Washington an establishment for "the increase and diffusion of knowledge." The Smithsonian is the world's largest museum and research complex, with 19 museums and galleries and the National Zoological Park. The Smithsonian's collections document the

nation's history and heritage and represent the world's natural and cultural diversity. The total number of objects, works of art and specimens at the Smithsonian is estimated at nearly 138 million. There were more than 28 million visits to the museums and National Zoo in 2014. The Smithsonian also has 140 million unique visitors to its websites. Smithsonian Books is part of Smithsonian Media, a division of Smithsonian Enterprises, the revenue-generating business unit of the Smithsonian, which comprises Smithsonian magazine, Air & Space, and the Smithsonian Media Digital Network. In addition, Smithsonian Media overseas the Smithsonian's interest in the Smithsonian Channel, a joint venture between the Smithsonian and CBS/Showtime. Learn more at: www.si.edu, www.smithsonian.com and www.smithsonianbooks.com.

Smithsonian Books publishes a select list of illustrated, photography, reference and narrative nonfiction books. The publishing program includes categories where the Smithsonian's authority is unparalleled: history, art, culture, anthropology, archaeology, science and technology, aviation and space.

Ko-Tech is a boutique global management consulting firm helping managements with strategic decisions, operations, supply-chain logistics, technology and organization. It helps its clients by supporting tactical execution to achieve success in their most critical missions. Ko-Tech provides consulting services to a number of firms in various industries such as Energy, Healthcare, Publishing and legal. Learn more at: www.kotech-llc.com.

Universal Language Services and Publishing Inc., has a stellar track record and has an excellent legacy in the field of publishing & translation in Turkey with its 38 years of experience in providing high quality services and outstanding customer service. Universal was the first company to publish the Turkish Ministry of National Education's textbooks. Universal prepared and published these textbooks and their supplementary publications for technical high schools. Furthermore, Universal, in collaboration with its partners, has published scientific reference and academic books and dictionaries in 20 different subjects. Learn more at: www.universaldil.com/en/default.aspx.