

## **Reflect: improving how biological research is communicated**

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### **Short Abstract:**

Reflect uses the Web 2.0 concept of augmented browsing: a single click highlights genes, proteins, and chemical names in any web page within seconds; clicking a highlighted name opens a popup showing key biochemical properties. Reflect can be installed as a plug-in to Firefox or Internet Explorer, or used via an API. Reflect won the Elsevier Grand Challenge, a contest for systems that improve how scientific information is communicated. Following the initial publication of Reflect in June 2009, usage has grown rapidly: over 35,000 scientists have installed Reflect, and over 4,000 web-pages are processed daily. Content providers are also using Reflect, e.g., Cell recently launched a pilot, 'Reflecting' three issues (Vol. 139 Nr. 4-6). Reflect was also featured in Nature (Vol, 463, 416-418 (2010)). In this talk we introduce Reflect, present upcoming features, and discuss our ideas about the future of such tools. Reflect is freely available at <http://reflect.ws>.