

EDITOR'S NOTE

Dear Readers,

As announced last year, our Electronic Markets Newsletter from 1997 entered a new phase, with a professional outfit handling and sponsoring — thanks to the Swiss Reinsurance Company and the Academic press at the ETH Zurich Co. Ltd.

We are looking forward to meeting you in the course of 1997 with four Electronic Market Newsletters, and to keep your interest high with the following planned focus themes:

- 1/97 Architectures of Electronic Markets
- 2/97 Electronic Commerce in Asia
- 3/97 Electronic Product Catalogues
- 4/97 Electronic Contracts

This issue puts forth the experiences of a representative choice of Electronic Commerce platforms and architectures: CommerceNet, Transige, the Open Service Model, the Electronic Mall, E-Business — some have been established for quite a time in the Internet, some are more recent projects. What were their strategies for successful trading in the new media at the outset and what are they nowadays? On what kind of architecture do they rely, what is, in their opinion, required to grant satisfactory information exchange and other services, needed for successful Electronic Commerce? How do they, and we, draw conclusions for the future of Electronic Markets, and which direction do they point out?



We are proud to present you the reflections of the ones who had a share in the creation and in the responsibility of the architecture designs we chose for this issue. We will continue this theme in our next Newsletter with a key building block of Electronic Markets, namely Electronic Product Catalogues.

This issue furthermore contains reflections on the changing character of the Internet, a second part of the Fact File on Travel Distribution Systems, an article on natural language processing and a description of the NetAcademy Project.

We hope you enjoy the present issue of the Electronic Markets Newsletter.

Beat Schmid
Editor in Chief