

First Edition of "Applied Physics Express"



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The first edition of Applied Physics Express (APEX) was published in January 2008. We look forward to your submissions of research papers for this new and innovative Journal. Many special benefits will be offered for submissions this year. APEX, in which every page is printed in full color, features an unprecedented submission rate of 67% off the regular rate for JJAP (Japanese Journal of Applied Physics) Part2. A similar campaign is also being conducted for submissions to JJAP. We look forward to your active submissions to both publications.

The goal of these bold innovations is to further increase the status of the Japan Society of Applied Physics JJAP Journal as Japan's largest English language science journal, and to firmly establish Japan's position as a base for the transmission of information on science and technology. We specifically eliminated the word "Japanese" from the new name APEX with an awareness of transmitting information throughout the world, but at the same time, the name of the Japan Society of Applied Physics is displayed on the cover, to clearly emphasize that the information contained in the Journal originates in Japan.

Of course, the innovations at JJAP/APEX will not be limited to the recent refurbishment of the journal. Above all, an outstanding journal is defined by the outstanding papers submitted for publication. Is it a good journal because many good papers are submitted, or does it attract good papers because it is a good journal? It sounds like the old riddle about the chicken and the egg, but in any case, those of us involved in the publication of the journal feel that it is our mission to create a journal that more authors will want to contribute

to. There is no easy path to fulfilling this mission, but we have conducted activities over the past year in the belief that the publication of APEX will without doubt make a positive contribution to the future of the JSAP journal. You can sit down and debate ideas a hundred times over, but if you don't put those ideas into action, then all those efforts are meaningless. It took a lot of courage 18 months ago to decide to begin publishing APEX in 2008, but we are pleased that this new journal has finally made it to the presses. I would like to take this opportunity to thank all those society members who offered their support, both directly and indirectly, in achieving this important objective.

This year, which marks the first year of APEX, will require further innovations from a variety of perspectives. How can we further increase the recognition of APEX throughout the world? How can we establish a system of receipt and refereeing that will welcome the largest number of authors? The challenge set before the Editorial Committee and the Publishing Committee is to pursue "Author's Satisfaction" from these diverse viewpoints; sometimes like a company competing against other publishers for superiority in the field, and sometimes as an academic organization with some 25,000 members. Now that APEX has gotten off the ground, we look forward to your continued support in the years to come.

