In our endeavor to best serve the scientific community, STM Publishers have adapted to a perpetual state of evolution and growth, ranging from the methodical, but dramatic shift from traditional print product into the dynamic electronic platform, to now the most contemporary wave of transformation: open access. Springer has recognized and is strongly answering the call from academia to offer an alternative platform, which utilizes emerging technological advances, while providing a much-desired alternative publishing model. SpringerOpen has decidedly adopted methods, techniques, and approaches that have been pioneered by our BioMed Central colleagues, such as multiple membership models, which allow for great flexibility. Springer’ global reach coupled with BioMed Central’s expertise, techniques, and structure, promises to make SpringerOpen an alternative publishing platform that will provide our authors and editors with an Open Access option that truly delivers ease-of-use, value for money and maximum visibility for their published research. As the SpringerOpen portfolio continues to mature, we are keen understanding the needs of our researchers, which often results in specialized perks, such as MathJax. (Received September 19, 2012)