

Introductory Editorial

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I am pleased to announce the launch of *Medical Equipment Insights*—a new peer reviewed open access journal published by Libertas Academica. *Medical Equipment Insights* aims to keep its readers at the forefront of developments in medical technology. This includes work on the use, development and evaluation of technologies, techniques and resources for diagnosis and care of patients, as well as for medical research purposes. Articles on telemedicine equipment and issues relating to development, funding and supply will also be published. Technological innovation and changes occur quickly today, and rapid publishing will help the readers to learn about breakthroughs and developments much sooner.

The journal will be competing directly with a number of existing subscription-based journals. However, there is clearly a niche for this new journal as all journal articles will be accessible without any access boundaries to all internet users throughout the world. This freedom is coupled with rigorous, fair and prompt standards of peer review.

Medical Equipment Insights will be published exclusively online. Articles will follow a consistent format so that the visual impact will be high and equal to that of the best hard-copy publications. In contrast to paper-based journals, the electronic format allows the full use of digital technologies and permits the inclusion of large data sets, from field and laboratory studies, links to other web pages, animations, slide shows, video clips and unlimited colour, all at no additional charge. Open access means that all articles are freely available to all, worldwide, and at no cost to the reader. Authors retain copyright of their work and can grant anyone the right to reproduce and disseminate it, provided that it is correctly cited and no errors are introduced, under the Creative Commons “CC-BY” licence.

In hard-copy journals, the costs of publication are met by subscriptions, paid by the reader. In *Medical Equipment Insights*, as in other open access journals, these costs are borne by the author in the form of a publication processing fee. Many grant-awarding bodies recognise the value of open access publishing by allowing their funds to be used for PPFs. Fee waivers and discounts are available on a case-by-case basis, and we shall make every effort to ensure that lack of funds does not impede the overall objective of publishing the best scientific articles, irrespective of authorship or country of origin.

I do not foresee that open access, online journals will totally replace the traditional print format in the immediate future, although this may be an increasing trend with time. I am certain, however, that the benefits of online publication, and the extra opportunities that digital technologies give to authors, will be increasingly recognised. Open access is of huge benefit to the researchers working in institutions around the world where institutional libraries are unable to afford subscription fees for a full range of journals.

I expect that *Medical Equipment Insights* will attract manuscripts of the highest quality which are of the greatest possible benefit to worldwide readers. Peer review is undertaken by at least two leading experts in the area of the manuscript.

For more information, please refer to the ‘About This Journal’ section of the journal’s web page.

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