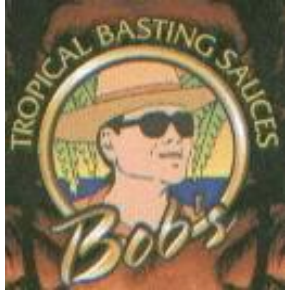


Introducing *Bob Kasher*

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- 1. 30 Years in Publishing***
- 2. Worked in Digital Publishing since '94***
- 3. Prior to BookMasters worked for MPS***

Developing Global Reader Mobile Program

***4. Founder of Database Directories
Canada's first digital publishing house which
also created Lightning Source's first original
POD publication in 1998.***

5. Writer of 9 published books.

***6. Publisher of Digital and Print
directories and travel guides.***

Disruptive Technology 1438



The Local Goes Global

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Disruptive Technology 2010



The Local Goes Global

A world full of devices

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*A world full of
Opportunities:*

- POD Delivery
- On-line
- Mobile
- E-Education
- ESL and Language
Communities

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- **Digital Production allows you to make print books available everywhere in real time**
- **Digital printing allows you to project content anywhere, anytime.**
- **Global distribution partners allow you to take advantage of both opportunities.**

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- EPUB allows the quick dispersal of books to simultaneous markets in both original and translated languages quickly.
- For publishers this means more control, less rights licensing, greater need for international marketing.



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- The Rise of the Machines
 - » Kindle IPAD
 - » Mobile Android Pad
 - » Playbook Others



- **Other formats impacting on distribution**
 - » **Flash**
 - » **HTML 5**
 - » **EPDF**
 - » **PDF w/DRM**
 - » **Enhanced E-books**

- **Enhanced E-Books: A new Opportunity for publishing to gain the upper hand:**
 - » **Rights and Permissions**
 - » **Graphic Libraries**
 - » **Technological Needs**

<http://mpsInms.macmillansolutions.com/demos/AmuseBouche/start.html>

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*Digital Distribution gets you into
all the outlets you need
internationally:*



vivo



DNAML∞



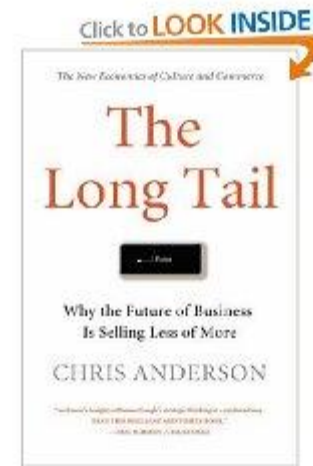
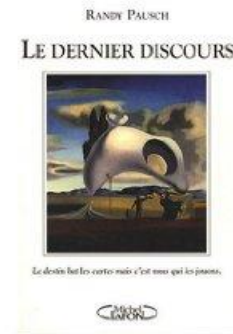
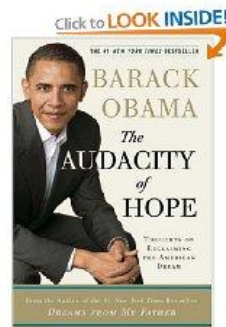
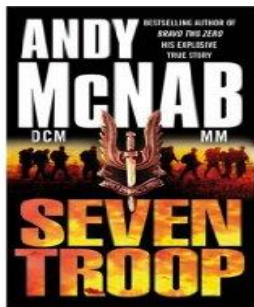
amazon.com.



nook™
by Barnes & Noble

Why Digital?

- Overall Market for digital has grown from under 1% of sales to over 8% in the US in 2 years.
- Publishers who have already digitalized are seeing 9-10% of sales and 15-25% of profits coming from digital.
- In Japan digital is bigger than print

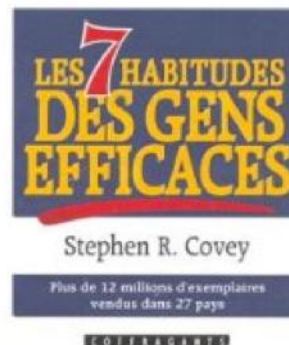
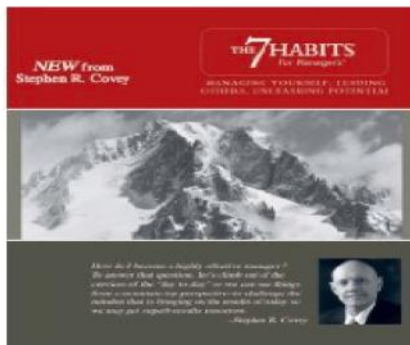


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Why Now?

- The new consumer expects multiple formats
- Digital devices are spreading internationally
- Digital Outlets are growing in numbers
- The consumer is also becoming the new reseller.



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- **Combining Print and Digital (D2P2)**
- **To get your best return look to combining your digital and print production and distribution with a supplier that can deliver all four globally.**
- ***Niche is no longer nought.***

