



On Demand Books

For immediate release

Contact: Irene Majuk, Director of Publicity
AMACOM
imajuk@amanet.org
212-903-8087

Erin Hardy
On Demand Books
erin@ondemandbooks.com
(212) 966-2222

AMACOM JOINS THE ESPRESSO BOOK MACHINE® NETWORK

New York, NY (April, 24, 2012) – AMACOM is pleased to have signed an agreement with Ingram’s Lightning Source which will allow over 200 of our print-on-demand titles, which are only available from Lightning, to also be delivered on the Espresso Book Machine platform.

“Our goal is always to make our author’s titles available in as many ways as possible and this means that these titles can be printed on-the-spot in the stores that are working with Espresso,” says Hank Kennedy, President & Publisher of AMACOM.

“AMACOM is a respected name in business and leadership publishing, and we are delighted to make their titles available at point of sale to readers via our growing network of EBMs,” says Dane Neller, CEO of On Demand Books.

The EBM is the only digital-to-print at-retail solution on the market today. With the push of a button, books can be printed, bound, and trimmed in any standard size to a bookstore-quality, perfect-bound paperback book, with a full-color cover, in minutes. Customers pay for the book and are able to walk out the store with it in hand.

Publisher’s content is fed to the EBM via EspressoNet, On Demand Books’ growing digital network of over seven million titles. Much like an iTunes for books, EspressoNet retrieves, encrypts, transmits, and catalogues books from a multitude of English and foreign language content providers (including public domain, in copyright, and self-published titles). Through the SelfEspresso software, writers can format, design, edit, and upload their book for printing into a physical book and for inclusion on the EBM catalog. SelfEspresso will soon also be able to convert the print file to the ePub format suitable for e-readers.

The EBM provides a new sales channel for publishers and vastly increases the availability of titles for physical bookstores, significantly reducing loss of sales due to books being out-of-stock. Also, the EBM technology offers libraries and bricks-and-mortar retailers the opportunity to become community self-publishing centers, providing a new distribution platform for self-published authors. EBM improves overall efficiency and environmental sustainability by eliminating shipping and the return and pulping of unwanted books.

About On Demand Books

AMACOM / On Demand Books

On Demand Books was cofounded in 2003 by Jason Epstein, former Editorial Director of Random House; Dane Neller, former CEO of Dean & DeLuca; and Thor Sigvaldason, former technology consultant at PricewaterhouseCoopers. Espresso Book Machines have been placed in bookstores, libraries, universities, and other locations in the USA, Canada, the UK, the Middle East, Asia, Australia, and the Caribbean. In September 2010, On Demand Books and Xerox announced a partnership whereby Xerox will market, sell or lease, and service the Espresso Book Machine worldwide. Made in the USA, Espresso Book Machines are environmentally efficient, reducing production, shipping, and waste. For more information, go to www.ondemandbooks.com.

About AMACOM

AMACOM, a division of the American Management Association, publishes books on business, management, career growth, technology, personal finance, real estate, and self-help. AMACOM books help readers enhance their personal and professional growth and reach into the future to understand emerging trends and cutting-edge thinking.

-XXX-

Media Contacts:

Irene Majuk, Director of Publicity, AMACOM, 212-903-8087, imajuk@amanet.org
Erin Hardy, On Demand Books, 212-966-2222, erin@ondemandbooks.com

Espresso Book Machine® and EspressNet® are trademarks of On Demand Books in the United States and/or other countries.