



## On Demand Books

### **FOR IMMEDIATE RELEASE**

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### **POLITICS AND PROSE BOOKSTORE INSTALLS AN ESPRESSO BOOK MACHINE®**

November 16, 2011 (WASHINGTON, DC and NEW YORK, NY) – On November 9<sup>th</sup> 2011, Politics and Prose, Washington’s leading independent bookstore, launched its Espresso Book Machine (EBM).

The EBM is the only digital-to-print at retail solution on the market. Within minutes, the EBM can produce a bookstore quality paperback with color cover, in any standard trim size, at point of sale. The content is fed to the machine 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 sources (including public domain sources, traditional publishers, and self-published authors). Through the SelfEspresso software, writers can format, design, edit, and upload their work for printing into a physical book and for inclusion on the EBM catalogue; soon, SelfEspresso will also be able to convert automatically the print-ready digital file into .epub format suitable for e-readers.

## **Politics and Prose / On Demand Books**

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 efficiency and sustainability by eliminating shipping, returns, and the pulping of unwanted books.

Xerox manages the worldwide marketing, sales and service for the EBM, which is powered by the [Xerox 4112® Copier/Printer](#) that prints, binds and trims bookstore-quality paperbacks with color covers. Xerox also offers the [ProfitAccelerator®](#) EBM Essentials kit that provides marketing and sales tips – as well as a “how to” guide familiarizing owners with technical aspects of the solution.

“This is an affordable, convenient way for people to print their own works or to access out of print books as well as a growing number of in-print publishers,” said Bradley Graham, co-owner of Politics and Prose. “As we say in our new slogan for the machine, it delivers ‘Real Books in Real Time.’”

Dane Neller, CEO of On Demand Books, said “ODB is delighted that the Espresso Book Machine now has a place in Politics and Prose, which has been a landmark of culture and learning in Washington DC for many years. With the Espresso, Politics and Prose can now complement its fine selection of titles with the vast array of ‘virtual inventory’ on the EBM network as well as provide its customers with a community-based self-publishing center – an increasingly popular and beneficial service for bricks-and-mortar retailers.”

Founded 27 years ago, Politics and Prose today offers more than 35,000 titles of carefully selected books as well as a large team of knowledgeable booksellers and an exceptional children and teens’ department. The store, located in northwest Washington, DC, hosts at least one and sometimes several author talks each day—free and open to the public—plus a wide range of classes. And its coffeehouse serves the best coffee in the nation’s capital.

### **About 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](http://www.ondemandbooks.com).

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