

# The Espresso Book Machine®

Books Printed In Minutes At Point Of Sale  
For Immediate Pick Up Or Delivery



## What Is The Espresso Book Machine®?

At the push of a button, the Espresso Book Machine prints, binds, and trims a bookstore-quality, perfect-bound paperback book, with a full-color cover—in mere minutes. Bookstores, libraries, and universities around the world are hosting the Espresso Book Machine (EBM), making millions of titles available via the EspressoNet® software.

## The Benefits For Publishers

The Espresso Book Machine offers a powerful new sales channel. It eliminates loss of sales due to out-of-stock inventory and dramatically expands the availability of the full breadth of a publisher's titles.

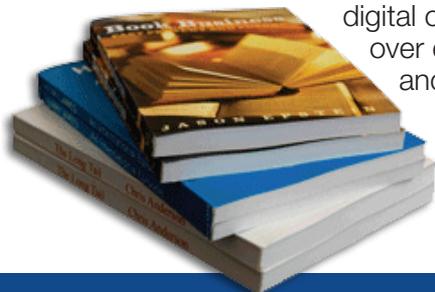
By joining the Espresso Book Machine network, publishers:

- » Receive the same margin as conventionally printed books
- » Support brick-and-mortar retailers
- » Eliminate returns, shipping, inventory, and other costs associated with the traditional supply chain
- » Actively drive sales across the full breadth of the publishers' catalog
- » Reduce lost sales due to out-of-stock titles
- » Take part in a green technology that eliminates pulping of books and pollution caused by shipping

## Which Books Are Currently Available?

The Espresso Book Machine's technology draws books from its proprietary EspressoNet software, which is a digital catalog of content. Much like an iTunes for books, EspressoNet retrieves, encrypts, transmits, and catalogues books from a multitude of English and foreign language sources. This includes in-copyright titles now made available by major publishers, as well as titles which have fallen into the public domain and are made available as scans through the Google Books Program. To date, the EBM's

digital catalog of titles is over eight million strong and growing.



## A New Marketing Opportunity

The EBM provides a new marketing platform for your partnership with brick-and-mortar booksellers. Booksellers can now actively market, cross-sell, and stimulate impulse buys for your entire list. And you and your retail partners can now use social media and other direct marketing tools to drive sales of your titles in-store or via the retailers' website.

## How Are Transactions Tracked?

All transactions on the Espresso Book Machine are tracked by EspressoNet, our copyrighted software system, which assures the security of publishers' titles, tracks all transactions, and provides for all payments due to publishers and content aggregators. On Demand Books, the company behind the EBM network, invoices the retailers monthly for content fees due on books printed and remits payment to publishers. Content providers retain full ownership and control over their digital files.



## The Growing Espresso Book Machine Network

There are a total of 81 EBMs either currently installed or pending in bookstores, libraries, and universities around the world, including:

- » Tattered Cover Bookstore (Denver, CO)
- » Politics & Prose Bookstore (Washington, D.C.)
- » R.J. Julia Booksellers (Madison, CT)
- » Sacramento Public Library (Sacramento, CA)
- » Third Place Books (Seattle, WA)
- » Harvard Book Store (Cambridge, MA)
- » Northshire Bookstore (Manchester, VT)
- » Darien Library (Darien, CT)
- » McNally Jackson (New York, NY)

By the end of 2012, we're projecting to have over 150 EBMs installed. For a complete list of EBM locations, please visit [ondemandbooks.com](http://ondemandbooks.com).

## Just A Few Of Our Publishing Partners



HarperCollins



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## Select Strategic Partnerships

