

**For immediate release**

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**THE SOCIETY FOR THE PRESERVATION OF HEBREW BOOKS MAKES ITS VAST  
ARCHIVE AVAILABLE ON THE ESPRESSO BOOK MACHINE® NETWORK**

New York, NY (8 March 2012) – The Society for the Preservation for Hebrew Books / HebrewBooks.org, in conjunction with their integration partner Shaftek Enterprises LLC, and On Demand Books, the company behind the Espresso Book Machine® (EBM), a Xerox solution, have entered into an agreement to make their archive of over 50,000 Hebrew language books (*seforim*) available from EBM's "digital-to-print at retail" (DPR) sales channel. This agreement will enable readers to gain access to print editions of a vast library of Torah study materials that were previously available only in digital form.

"This a truly extraordinary archive of Hebrew language books," says Dane Neller, CEO of On Demand Books, "and we're very proud to be able to play a role in making these titles available in print form."

Mr. Chaim Rosenberg, the Director of the Society for the Preservation of Hebrew Books, commented on the announcement: "we are pleased to continue to make available tens of thousands of books are no longer in print".

"We are very excited to write a new chapter in our partnership with HebrewBooks.org by providing access to these invaluable materials in print form almost instantly at many retail and library locations available worldwide via the EBM network" added Yakov Shafranovich, managing partner of Shaftek Enterprises LLC. He elaborated further that "this new agreement perfectly complements our existing

channels and will also serve as a unique opportunity to let more people know about the invaluable free digital archive located at HebrewBooks.org”.

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**

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).

#### **About The Society for the Preservation of Hebrew Books / HebrewBooks.org**

HebrewBooks.org is a not-for-profit 501(c)(3) organization, founded in order to preserve Hebrew books that are out-of-print or unavailable. The organization’s goal is to bring to life the many books that were written and unfortunately forgotten, and to make all these publications widely available in digital format.

#### **About Shaftek Enterprises LLC**

Shaftek Enterprises LLC is an innovative web development and consulting company based in Baltimore, MD. We are proud to have served for many years as a technology and integration partner for HebrewBooks.org.

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