



## On Demand Books

### FOR IMMEDIATE RELEASE

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### SACRAMENTO PUBLIC LIBRARY INSTALLS AN ESPRESSO BOOK MACHINE®

**17 November 2011 (SACRAMENTO, CA and NEW YORK, NY)** – On October 17<sup>th</sup>, the Sacramento Public Library installed the Espresso Book Machine<sup>®</sup>, a Xerox Solution (EBM), in its Central Branch location downtown. This revolutionary book-publishing technology will enable the Library's patrons to purchase and print on-demand their choice of millions of public-domain and out-of-print volumes as well as an ever-expanding array of current titles from leading publishers. Patrons will also be able to publish and print their own self-published work on the EBM.

The EBM is the only digital-to-print at retail solution on the market. Within minutes, the EBM produces 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 content providers (including public domain, in copyright, and self-published). 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; it will soon also be able to convert the print file to the .epub format suitable for e-readers.

## **Sacramento Public Library / 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. Finally, EBM improves overall efficiency and environmental sustainability by eliminating shipping and the return and 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.

Library Director Rivkah Sass said, “We are committed to developing a community based publishing center called I Street and the Espresso Book Machine is an essential part of that dream. We are telling the citizens of Sacramento County, ‘Have a book inside? We can print it for you!’”

Dane Neller, CEO of On Demand Books, said, “We are delighted that an Espresso will soon be in the Sacramento Public Library, one of the nation’s finest public libraries, with a commitment to providing its patrons with excellent library services. Sacramento Public,” Mr. Neller went on to say, “is just one of a growing number of libraries looking to Espresso as a way of offering self-publishing services – a new stream of revenue with huge potential – as well as the capacity to add to a library’s permanent collection on an ‘as-needed’ basis.”

### **About Sacramento Public Library**

The Sacramento Public Library is the 4<sup>th</sup> largest library system in the State of California and serves around 1.3 million people. With a service area of 1,000 square miles and 28 branches, Sacramento is a perfect location for this new project.

### **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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