



On Demand Books

FOR IMMEDIATE RELEASE

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TATTERED COVER BOOK STORE TO INSTALL AN ESPRESSO BOOK MACHINE®

November 15th, 2011 (DENVER, CO and NEW YORK, NY) – Tattered Cover Book Store will be installing the Espresso Book Machine®(EBM), A Xerox Solution, (EBM) in their Historic LoDo location. Installation of the machine and staff training are being completed this week, and the new Tattered Cover Press will be up and running with a website and customer information before the holidays.

The EBM brings a revolutionary book-publishing technology to one of the largest and most respected independent booksellers in the world.

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.

Like iTunes, 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 physical book for printing and inclusion on the EBM catalog, and soon will be able to convert the print file to an .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

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books being out-of-stock. Also, the EBM technology offers 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.

“We at the Tattered Cover are thrilled to be the first in Colorado to be able to provide this new service to our customers,” said Joyce Meskis, owner of the store. “It will enhance our inventory selection by providing quick access to millions of books that can be printed in the store. That means more options for the reader. This cutting-edge service will also be a boon to the self-published author and the creative memoirist. We will be offering to them the ability to do affordable short print runs of their books, whether for resale to the public or as a family keepsake.”

“ODB is delighted that the Espresso will have a place in Tattered Cover, a magnificent bookstore that has withstood the test of time and has for 40 years remained one of America’s top booksellers,” said Dane Neller, CEO of On Demand Books. “With the Espresso, Tattered Cover now complements its already vast array of titles and also provides a community self-publishing center for its customers.”

Tattered Cover Book Store

Beginning in 1971, as a small bookshop, Tattered Cover has grown into one of the premier indie bookstores in America, with three expansive locations in the greater Denver area. Each store offers intimate spaces furnished with old sofas and comfy chairs, and internet café and a world-class newsstand. Tattered Cover sells new, used, and bargain books, as well as Google eBooks via tatteredcover.com.

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 friendly green machines. For more information go to www.ondemandbooks.com.

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