

# On Demand Books, LLC.

For immediate release

Contact: Erin Hardy  
On Demand Books  
[erin@ondemandbooks.com](mailto:erin@ondemandbooks.com)  
212-966-2222

## **ESPRESSO BOOK MACHINE® TITLES TO BE REGISTERED WITH GOOGLE MERCHANT CENTER, FOR ONLINE DISCOVERY AND PURCHASE VIA GOOGLE BOOKS AND GOOGLE PRODUCT SEARCH**

**September 26, 2011 (NEW YORK, NY)** – On Demand Books, LLC, the company behind the Espresso Book Machine® (EBM), has announced it will register the EBM network of over 7 million (and growing) paperback titles with Google Merchant Center. As a result, all EBM titles will become available for discovery and purchase via the Google Books website and the Google “Shopping” feature.

Essentially an ATM for books, the patented EBM and its EspressNet® software system links to a vast network of book publishers and distributors, enabling the instant distribution of books, on demand, at point of sale. With the push of a button, the technology prints, binds, and trims a quality paperback book, in any language, with a full-color cover, in minutes. Google Merchant Center (previously known as “Google Base”) allows merchants to upload product data to Google and make it available to Google Product Search and other Google services.

“We are pleased to announce this latest milestone for our network,” said Dane Neller, CEO of On Demand Books. “Our existing relationship with Google enables over 2 million public-domain titles to be purchased on Google Books. By registering our entire catalogue of over 7 million titles with Google Merchant Center, all of our content, including in-copyright and publisher titles, will soon be available for discovery and purchase on Google Books and through other Google e-commerce services.”

Neller added, “Publishers who enable their content to the Espresso Book Machine network will benefit by adding a new online channel to reach readers. In addition, the growth in mobile marketing, and other sophisticated technologies, should add further opportunities to grow sales. Retailers benefit, given the billions of consumers who use Google every day and can now connect to an EBM retailer’s e-commerce site via a direct online link from Google and Google Books. It is a natural fit with the Espresso Book Machine model: global search capability with local print fulfillment.”

Major publishers with titles already available on the EBM network include Random House, Hachette, HarperCollins, McGraw-Hill, Simon & Schuster, WW Norton, Macmillan, and many others.

**About On Demand Books, LLC**

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](http://www.ondemandbooks.com).

###

**Media contacts:**

Erin Hardy, On Demand Books, 212-966-2222, [erin@ondemandbooks.com](mailto:erin@ondemandbooks.com)

Espresso Book Machine® and EspressNet® are trademarks of On Demand Books, LLC in the United States and/or other countries.