

Innovative Tool Launched for Publishers to Enhance and Build Reader Interest Online

MPS Technologies launches BookStore Discovery to help publishers accelerate business growth

Frankfurt, Germany. 8-Oct-07 - For Immediate Release

To enable publishers to leverage their content in a rapidly proliferating e-environment, MPS Technologies today unveiled **BookStore Discovery**, a tool to enable publishers to make their book content discoverable and accessible to the widest possible audience. At the same time, it allows publishers to retain control of the content and continue to use the payment process on their website which helps enhance the user experience and build reader interest online, resulting in increased sales.

"With eBooks, publishers are faced with unique challenges. They need to keep pace with the technological changes, evolving book formats, maximize current investments and drive a deeper relationship with their online customers. **BookStore Discovery** addresses each of these concerns - at an economical price point", said Ravi Singh, CEO, MPS Technologies.

David Sommer, Commercial Director, MPS Technologies, said "With a highly connected and increasingly web-savvy audience, **BookStore Discovery** facilitates the trend by making published content easily discoverable and accessible by readers. The product will provide publishers with the edge to extend their user communities by delivering attractive and content rich services".

BookStore Discovery consists of four modules:

- ✚ Browse Inside - Allows readers to browse limited content from the book to review contents, thereby making an informed purchase decision. This functionality is made available via the publishers' site, making navigation to shopping cart and other functionalities just a click away.
- ✚ Search Inside – Allows users to search for specific terms within the full text of the book, without having to browse.
- ✚ External Search Engine Indexing - Allows publishers' content to be discovered from users' desktops and favorite search engines
- ✚ Widget - Allows publishers and users the advantages of sharing the eBook with others via blogs, community and social networking sites.

The key principle behind **BookStore Discovery** is to keep it simple. It has been designed to be very easy for publishers to set up and integrate with existing publisher websites, providing immediate value add.

About MPS Technologies

MPS Technologies provides a range of technology-driven products and services designed to support the information industry. Services include the BookStore eBook platform (www.mpsbookstore.com), ContentStore, PublisherStats usage statistics analytics and Fulfilment Services. MPS Technologies is part of the Macmillan group of companies and has offices in London, Boston, New York, Basingstoke, Hamburg and Delhi. www.mpstechnologies.com

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