
MPS Technologies Launch eBooks in Australia for Macmillan Publishers Australia

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Australia's best-selling authors are now able to reach new readers online. Macmillan Publishers Australia launched the Macmillan Digital platform this week (www.macmillandigital.com.au) which includes over 400 titles from some of Australia's bestselling fiction, non-fiction, children's and academic books. These titles are now available to browse, search and purchase online through MPS Technologies' groundbreaking digital platform, BookStore.

BookStore, launched by MPS Technologies in February 2007, is the digital content platform that stores, displays and sells eBooks through a publisher-branded online store. The platform enables publishers to make their content available online, whilst allowing them to retain full control over all copyright, pricing and customer data. BookStore also provides publishers with access to a number of new, flexible business models.

The Macmillan Digital site offers digital books in three eBook formats: Adobe eReader, Microsoft Reader, Mobipocket and in an online format. MPS Technologies will continue digitizing Macmillan Australia's backlist over the next year and will convert their new titles into digital form within a short time after publication.

Macmillan Publishers Australia continue their partnership with MPS Technologies and their BookStore platform through their work with Australian book retailer, Dymocks. All Macmillan Australia eBooks will be available to browse and buy through 'digital kiosks' in Dymocks flagship store in Sydney and via www.dymocks.com.au.

Head of Macmillan Digital, Victoria Nash, says "The BookStore platform has offered us the solution we needed to move into the exciting new digital age of book publishing. With the Macmillan Digital site we hope to extend the scope of our publishing to complement the success we already have through existing sales channels."

MPS Technologies' Commercial Director, David Sommer says "We are delighted to be working with our Australian partners to make eBooks available to their readers for the first time. Our BookStore platform will accelerate the success of eBooks in Australia".

About MPS Technologies

MPS Technologies provides a range of technology-driven products and services designed to support the information industry (www.mpstechnologies.com). Services include the BookStore eBook platform, BookStore Discovery, ContentStore, PublisherStats and Fulfilment Services. MPS Technologies is part of the Macmillan group of companies. MPS Technologies are currently exhibiting at Online Information 2007 in London.

About Macmillan Australia

Macmillan is one of the largest and best known international publishing houses in the world, characterised by the academic and professional, educational, fiction and non-fiction publishing of the highest quality. Powerful brands owned by Macmillan, such as Macmillan Education, Nature, Palgrave Macmillan, Pan and Picador are now established in 70 countries.

Media Contacts

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