

## **Digital books take a step forward**

*28th September 2006: The ambitious plan from MPS Technologies to develop a digital book platform becomes a reality with the beta launch of BookStore.*

MPS Technologies will be attending the Frankfurt Bookfair to demonstrate live beta sites in English and German for four publishers and the Börsenverein, the publishers' and booksellers' association for Germany.

BookStore is a digital warehouse which allows publishers to make content available for search and purchase online, while retaining control of all copyright, metadata, licensing (including price, territory and duration), payments and customer data.

Jayne Marks, MPS Technologies, said "We are seeing a tremendous interest from publishers wanting to take advantage of this new market opportunity. We can now demonstrate the possibilities offered by the BookStore technology to sample and sell books online either directly, or through online booksellers."

Richard Charin, CEO Macmillan said "BookStore and other similar enterprises show publishers that they can protect their authors' copyright while embracing the opportunities of the digital revolution".

## **About MPS Technologies**

MPS Technologies provides a range of technology-driven services specifically designed to support libraries and publishers. These services include web analytics, fulfillment services and content delivery. MPS Technologies is part of the Macmillan group of companies and has offices in London, Boston, New York, Basingstoke, Hamburg and Delhi.

## **About BookStore**

Bookstore is a digital content delivery platform – or electronic warehouse – that stores and displays e-book content for publishers. It provides a secure, scalable and – most importantly - searchable digital repository that affords publishers all the benefits of discoverability and saleability of their digital content.

## **Media Contacts**

### **MPS Technologies**

Rupert Bacon  
4 Crinan Street  
London  
N1 9XW  
UK  
r.bacon@mpstechnologies.com  
+44 (0) 207 843 4871