
Publishers embrace Web 2.0 by using upgraded BookStore from MPS Technologies

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MPS Technologies' BookStore platform has been upgraded with features that address the new challenges the book industry now faces - as Web 2.0 revolutionises the way publishers market books to their readers.

BookStore is the digital platform that stores, displays and sells eBook content. BookStore allows publishers to make their content available online and provides them with a number of different business models to choose from.

New features on the platform now include the MPS Technologies Widget – the viral marketing tool that enables readers and authors to place book content on social networking sites globally. BookStore is now fully integrated with social bookmarking sites and clients are also able to update their readers on new titles via RSS feeds and email alerts.

The BookStore platform also incorporates an ISBN search, can now sell downloadable audio books and also helps drive print sales by giving the end-user a print purchase option along-side the eBook purchase option.

BookStore Product Manager, Mary Etta Burt, said: *"It has been really exciting to work on this new, improved 2.0-friendly version of BookStore with its emphasis on providing tools for directly engaging reader communities. Web 2.0 is revolutionising how readers find content online and BookStore now ensures that our clients are fully prepared"*.

The upgraded BookStore will also enhance publishers' experience of managing the platform. Publishers are now able to search and manage live titles, QA downloadable files and access information about live titles at one time.

BookStore incorporates advanced tools that encourage online promotion, discoverability and enable viral marketing. **MPS Technologies will be exhibiting at the London Book Fair on stand U835.**

About MPS Technologies

MPS Technologies (www.mpstechnologies.com) provides a range of technology-driven products and services designed to support the information industry. Services include BookStore, BookStore Discovery, and JournalStore. MPS Technologies is part of the Macmillan group of companies. MPS Technologies will be exhibiting at the London Book Fair 2008 on stand U835.

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