



On Demand Books

For immediate release

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ELLORA'S CAVE TITLES TO HEAT UP ESPRESSO BOOK MACHINES EVERYWHERE

New York, NY (7/1) – Ellora's Cave, the well-known romance and erotica publisher, has joined On Demand Books' growing Espresso Book Machine program (EBM), via arrangement with Lightning Source, making its print titles available through EBM's "digital-to-print at retail" sales channel.

"As a cutting-edge, digital-first publisher, we are very happy to make our books available via EBMs," says Susan Edwards, COO of Ellora's Cave. "We have far too many titles for a single bookstore to stock them all, so we are very pleased with this opportunity to make them all available instantly."

"Genre publishers, like Ellora's Cave, are ideal for our unique sales channel since it allows their entire list to stay in print without any inventory or up-front costs. We're excited to partner with them and thereby to give their readers of today and the future the opportunity to keep reading any of their titles in print," says Dane Neller, CEO of On Demand Books.

The EBM is the only digital-to-print at-retail solution on the market today. With the push of a button, a title can be printed with a full-color cover, bound, and trimmed to any standard size. In a matter of minutes, it emerges from the EBM as a bookstore-quality paperback book, which the customer can pay for and walk out the store with right there and then.

Content from publishers is fed to the EBM via EspressNet, On Demand Books' growing digital network of titles (currently numbering over seven million). Much like an iTunes for books, EspressNet retrieves, encrypts, transmits, and catalogues books from a multitude of English and foreign language content providers, including public domain, in-copyright, and self-published titles. Through the SelfServe software, writers can format, design, edit, and upload their books for printing through the EBM, and for inclusion in EspressNet. SelfServe will soon also be able to convert print files to the ePub format suitable for e-readers.

The EBM provides a new sales channel for publishers, and vastly increases the availability of titles for physical bookstores, significantly reducing loss of sales due to books being out-of-stock. In addition, the EBM technology offers libraries and bricks-and-mortar retailers the opportunity to become community self-publishing centers, providing a new distribution platform for self-published authors. And of course the EBM improves overall efficiency and environmental sustainability by eliminating shipping and the return and pulping of unwanted books.

ODB Press Release

About On Demand Books

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 efficient, reducing production, shipping, and waste. For more information, go to www.ondemandbooks.com.

About Ellora's Cave

Founded in 2000 by Jaid Black, Ellora's Cave is a pioneer in both e-publishing and erotic romance. It currently publishes five print titles and nine new digital titles weekly in four different imprints: Romantica® erotic romance, Blush® (less sexually explicit romance), Exotika® erotica (more emphasis on sexual adventure) and the recently introduced EC for Men.

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